Carmel Valley Sun

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RURAL CUSTOMER

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Following Pebble Beach

Should Carmel Valley Become a City?

By Dick Heuer

The subject comes up about every 10 years. Should Carmel Valley be incorporated as a city?

This question is being heard again because of the strong movement now underway to incorporate Pebble Beach as the Peninsula's seventh city. Like Carmel Valley, Pebble Beach is now part of the unincorporated County area. It is governed by supervisors in Salinas rather than by its own city council.

In researching this question, the *Sun* started with considerable skepticism about the financial feasibility and political desirability of incorporating the Valley. It now appears, however, as though incorporation may be a serious option to be weighed by the community.

Analysis

The Pebble Beach example may be informative, as research done for the Pebble Beach incorporation permits speculation about what might be learned if a similar study were done for Carmel Valley.

Many Pebble Beach residents, like some Valley residents, believe they pay to the County in taxes more than they receive back in services. As a city, they believe they could keep more of their tax revenues, pay to obtain better services, have money to finance capital improvements, and gain greater control over their future.

A move to incorporate Pebble Beach ten years ago was dropped before it came to a vote. The current drive toward incorporation is propelled by the need for about $12 million worth of new water lines and water storage to improve fire protection and for a new sewage pump station. The Pebble Beach fire demonstrated the urgency of better fire protection, but the County has no money to pay for these improvements.

The Pebble Beach Community Services District and Del Monte Forest Property Owners Association contracted jointly for a $15,000 study by a consultant who specializes in analyzing the feasibility of incorporation. That study identified the services that would have to be provided by a future Town of Pebble Beach, estimated the cost of those services, and identified the revenues available to pay for them.

Pebble Beach has eight square miles with about 5,900 residents. If it had been a city during the 1987-88 fiscal year, it would have had revenues of $4,250,000, according to the study by Christensen & Wallace of Oceanside. The cost of providing the municipal-type services it received during that year was only $1,420,000. Therefore, if the city had existed in 1987-88, it would have had a large surplus of $2,830,000. (Note: These figures exclude the revenues and expenditures of the existing Pebble Beach Community Services District.)

The consultant noted he had never seen a community with such a large potential surplus; a revenue surplus of 15 percent is generally sufficient to recommend incorporation. In the case of Pebble Beach, 66 percent of the revenues were surplus.

Projections for future years show a much smaller surplus, as they assume that after incorporation the new city would provide additional services and initiate major capital improvement projects.

Most noteworthy is that by far the largest revenue source, accounting for income of $2.4 million per year, would come from the 10 percent transient occupancy tax paid by guests of the Lodge at Pebble Beach and Inn at Spanish Bay.

For incorporation of Carmel Valley, both revenues and expenditures would be different in several key areas. The greatest difference would be revenues from the transit occupancy tax. The tax collected from guests at Carmel Valley inns and lodges is about $1.1 million, as compared with $2.4 million in Pebble Beach. Although much less than Pebble Beach, that "is still a very nice discretionary income for a small city, and it would probably make incorporation feasible," according to one knowledgeable source.

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MONTEREY COUNTY SHERIFF'S ADVISORY COUNCIL Emergency Assistance Team members participated June 2 with deputies, the CHP helicopter and volunteer "victims" in a Quail Meadows Lake practice demonstration during a Valley-based Council fundraiser. (Inset—Boating "victim" is winched aboard the chopper.) Right—CEAT members assist as the victim is landed. (Sun Photo)

Freeway EIS Delayed At Least 4-5 Months

Release of the Environmental Impact Statement on the proposed Hatton Canyon Freeway has been delayed at least four to five months, possibly as much as a year.

In a nine-page letter to Caltrans, the Federal Highway Administration (FHWA) specified at least nine topics on which it wants changes to clarify or strengthen the EIS. FHWA estimated this would take four to five months, but Caltrans has not yet analyzed exactly what is involved.

Caltrans District Director Tom Pollock told the Hatton Canyon Advisory Committee on May 30 that "it could take longer, especially if we have to go back before the Coastal Commission. It may take three months just to get on the Coastal Commission agenda."

Pollock told the committee, "I'm not sure yet what this delay in the EIS means for the overall schedule for construction of the project."

"We would normally expect such comments from FHWA at the earlier draft EIS stage," Pollock said. "The comments now result from FHWA awareness of controversy and potential for lawsuits." Although prepared by Caltrans, Pollock explained the EIS is a joint federal and state document, so the FHWA has to be satisfied with it.

Many of the requested changes stem from the fact that federal law in these areas is less rigid than state law. The FHWA wants these distinctions discussed in the EIR, so that it won't be required to defend in court the project's compliance with the stricter provisions of state law.

Pollock assured the committee that "nothing in the FHWA letter suggests anything different as far as the preferred alternative is concerned." The letter does not raise serious questions, with the pos-

Continued on Page 3

FOCUS ON: The Home Office *See Pages 9-11*

Centennial Commmittee Names Six Valley Queen Candidates

Six young Carmel Valley women have been named as candidates for Centennial Queen. One of them will be chosen on the night of Aug. 4 to preside over the three-day celebration of the Valley's first one hundred years.

Candidates for queen are Desiree Celli, 15, freshman at Carmel High School, sponsored by Carmel Valley Market; Amy Lambert, 15, Carmel High School, sponsored by the Jamesburg community; Sherri Leinenbach, 15, student in Pacific Grove, sponsored by New York Life Insurance Company-Batt Cassano; Kimberley Pullman, 16, Carmel High School, sponsored by Porter-Marquard Realty; Keira Schaurer, 17, Carmel High School, sponsored by John Hannon; and Victoria Ann Wester, 18, student at Monte Vista High School, Watsonville, sponsored by Wester Volkswagon, Inc.

Each queen is backed by a sponsor. Candidates and sponsors will both be busily engaged between now and July 31 in selling tickets to gain extra "bonus" points counting toward the final judging of the winning candidate.

Other factors in the judging will include appearance, poise, personality, speaking ability, and proficiency in preparing a 500-word statement on why the candidate likes living in Carmel Valley.

Valley residents interested in helping with the queen contest and coronation ball are invited to call Sandra Clough at 659-2411. Orville Rogers and Randy Randazzo are co-chairmen of the Queen Contest Committee. Other members are Weber Buckham, Phillip K. Smith, Sandra Clough, Brenda Clough-Reese, and Gail Buche.

LETTERS

Setting It Straight

Inaccuracies occurred in the May 24 column named Centennial Flashbacks in respect to the Mission Ranch.

In 1860, a Scot who had emigrated to Canada, then to California, acquired the Mission Ranch. He subsequently returned to Canada and married a widow, Elizabeth Stewart, from Scotland who had three sons, John, Andrew and Joe Stewart. They accompanied their mother to the Mission Ranch. At the ranch, a daughter named Isabel and five sons, James, William, Robert, Roy and Carmel were born to John and Elizabeth Martin, thus making nine children who were raised at the Mission Ranch.

In 1903, one of the Martin sons, William, married Anna Hatton. This marriage united two pioneer Carmel Valley families. Fifth generation members of this family still live in this area including my granddaughter, Anna Williams, and Susan Draper, daughter of Jean Draper whose mother was the only daughter of the Mission Ranch family.

Should you desire further information about the Martins and the Hattons, may I refer you to a booklet written by Marcia De Voe and titled "The Martins and the Hattons."

I very much enjoy your paper.

Marjory Lloyd

Good News/Bad News

I read with interest the good news/bad news story in the May 10 issue. First the bad news: a well-intentioned animal enthusiast released nearly 100 goats, from the denuded slopes of San Clemente Island, into Carmel Valley. The good news is that the Valley still has enough predators to keep non-native pest animals under control. Imagine what the Santa Lucias would look like after a few decades of unrestrained goat browsing. Something like the sparse landscape of Greece, which was over-grazed millennia ago.

The 94 Andalusian goats were lost the same way I lost my prized Nubian doe Rachel. After years of breeding and milking her, the one night I failed to put her in the barn, a lion got her. It was *my* fault, not the lion's. The only way to raise smaller livestock, like goats, is to keep them predator-proof at night (at least in puma country). This also reduces the chance of goats becoming a feral nuisance, which is why they were translocated from the Channel Islands in the first place.

And congratulations on having Araby Colton as a contributor. Her stories were among the best features of the late *Big Sur Gazette.*

Jeff Norman

Carmel Valley Sun

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Water Allocation EIR

The Water District's draft EIR on the water allocation program analyzes in great detail the probable effects of each of four selected water supply options. Each of these assumed water availabilities may be subject to significant uncertainties. The larger the assumed availability, the higher is the probability of failure.

I urge the adoption of one of the smaller options, preferably the 17,500 AF supply, for the following reasons:

1. The MPWMD periodically publishes a water storage report stating that our total storage capacity is 33,824 acre feet (AF) and that as of May 3 the current storage is 24,591 AF. Staff readily acknowledges that no one knows these numbers within probably plus or minus 5 percent, and perhaps the area of unknown is significantly greater. How can we quibble about allocating a few AF here and a few AF there when we cannot know what may be available within a few **thousand** AF?

2. Water availability in the summer months will sometimes be limited by the pumping withdrawal rate rather than the total water in the aquifer. The higher EIR options would require about 80 AF/day. How do we know that the aquifer could produce 80 AF/day for 90 days straight if the storage were down to 12,000 AF or 10,000 AF? We have not been there yet. Alluvial aquifers are complex.

3. Metered consumption during the past few years has averaged less than 17,000 AF/yr. and we now are on **water rationing!** Should we adopt a plan that assumes an annual consumption of 18,600 AF or 19,065 AF? I hope not.

4. Our present rate of withdrawal has caused ever increasing damage to the ecology of the Carmel Valley riparian habitat. Until we can augment our present storage by at least 25,000 AF, we must not take increasing amounts from the surface flows and aquifers. To do so just accelerates the damage.

5. Who wants to predict the weather for the next 10 years or so? We are now highly vulnerable to weather cycles, because 33,000 AF plus or minus is not enough storage.

Where the uncertainties are significant and the stakes are high, don't gamble. A "phase out" of new construction, as proposed by Dick Heuer, would be wise.

Paul Beemer

Beware of Elephants

Back in the drought of 1977 one promising proposal for much needed water for the Monterey Peninsula was the use of Garrapata Creeks' water, 6 miles south of the Highlands. Even during 1977 the excess flow to the ocean of that Garrapata water system, owned by international engineer Joel Morris, was generating nearly 250,000 gallons per day. Bureaucratic red tape and bungling passed up that emergency source of good water. Some entrepreneurs did fill up their water wagons to help many Pebble Beach customers through the drought, for a fee.

Twelve years later we now find the same bureaucratic bind and red tape. We could have done much more to prepare a drought reserve plan by putting that Garrapata wasted water to good use on the Peninsula or Carmel Valley. We're still not ready to adopt emergency measures even with water trucks and paying customers ready and willing.

A story Morris loved to tell on this water supply issue was his experience in Africa where he built a long water pipeline through elephant country. When water started flowing, the elephants ripped up the pipes. Morris had to rebuild and bury the pipes much, much deeper. He came to recognize that in such matters there are always "elephants" to stop your water projects, Fish & Game elephants, environmental elephants, political elephants etc. "The philosophy prevailing today is not how you can do something but just why you can't."

Joel would certainly turn over in his grave if he could see now, after 12 years, Garrapata Creek water now requires a lengthy Coastal Commission waiver to permit anyone wanting to truck that good water to help the gardeners and thirsty home owners in the Peninsula environs.

This story was covered in the Carmel Pine Cone Feb. 10, 1977 for those interested in more details. A few of us involved back then could fill in on the "elephants" still persisting. Enjoy your next long shower.

Wm. C. Woodworth

Protect Mountain Lions

I'd like to compliment the *Carmel Valley Sun* on one of the best articles on mountain lions that I've seen. I agree almost completely with the position of the Mountain Lion Preservation Foundation (MLPF) that the shooting of mountain lions should be prohibited, except that I don't agree with their support for the California Department of Fish & Game's issuance of permits to track and kill mountain lions which have killed livestock or pets.

To condone the tracking and killing of mountain lions under any circumstances contradicts the MLPF's credo that man must learn to live in proximity to this magnificent predator. All mountain lions will kill any livestock which are left unguarded.

So if lions are to survive in these mountains, ranchers should only be allowed to kill lions when they are actually chasing or attacking their livestock. Obviously, ranchers should be expected to scare the lions away rather than shoot them if they haven't closed for the kill.

People who keep livestock incidentally rather than as their source of income should be no less responsible than a rancher to guard their animals against predators of all kinds. If they lack the capability, then they should sell their livestock to a rancher who can maintain a 24 hour watch over his livestock, or who has animals that will protect the weaker ones.

Punishing the mountain lions for taking vulnerable livestock left unguarded is a denial of the laws of nature.

James D. Craig

Sheriff's Log Comments

I have noted that several letters have been received by the *Sun* protesting the "Sheriff's Log." Apparently to no avail.

Is there some reason to continue the sick humor, i.e., "Black and Blue," "One Too Many," etc.? I know of no one who finds spousal abuse or drunk driving amusing.

Isn't it time for the *Sun* to grow up and report the "Sheriff's Log" in chronological order without the *cutsey* and demeaning remarks?

Surely there are more appropriate subjects at which to poke fun.

Susan B. Hammer

Cachagua Property Owners Host Speaker On Proposed Fire District

A representative from California Department of Forestry will be present Thursday, June 8, at 7:30 p.m. for the June meeting of Cachagua Area Property Owners Association. The meeting will be in the AT&T Comsat community meeting room.

The CDF presentation and residents' discussion will center upon prospects and planning steps for formation of a fire protection district to serve the Cachagua area.

The area currently is served by the Cachagua Volunteer Fire Company, which is supported by voluntary donations and community fundraisers, including the annual Bar-B-Q and Turkey Shoots. For information call Ana Iverson-Cox 659-2667.

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Caltrans Shows Off Changes In Hatton Freeway Plan

As design work progresses for the proposed Hatton Canyon Freeway, many changes are being made in the plan. To some people, the changes are minor adjustments, as they do not affect the basic concept of the freeway proposal. To people directly affected, however, they can be very significant indeed. The Hatton Canyon Advisory Committee played a role in many of these changes.

Caltrans led a tour of the freeway area on May 30 for about 20 members of the advisory committee, aides to public officials, and private citizens. Here are some of the main points discussed during the four-hour tour, including design changes that are in process but not yet finalized.

Recent grading studies show that sound barrier walls may not be needed on the east side of the canyon, below Via Mar Monte and Edgefield Place. The highway will be notched so deeply into the side-hill terrain that the terrain itself will serve as a sound barrier. Nothing can be done to reduce noise on the west side of the canyon.

The new grading plans also show a significant reduction in number of trees that will be affected, although new numbers are not yet available. Previous reports referred to removal of about 9,000 trees. On-site inspection shows that many of these are saplings that scarcely qualify to be called trees.

The very steep slope at the north end of the canyon presents a difficult design challenge. To achieve an acceptable slope for the highway, there is a very deep cut at the head of the canyon, near Carpenter St., and 60 feet of fill at the bottom of the canyon. The downslope grade of the highway will be 7.2 percent, the uphill grade 7.3 percent. This is comparable to the steepest segment of Highway 1 coming up Carmel Hill from Monterey, where the grade is 7.1 percent. The preferred design standard for maximum grade is 6 percent.

The original design speed for the freeway was 70 mph. This has been reduced to 55 mph, which is the lowest it can go and still get federal approval.

The entire west wall of the canyon will be left undisturbed. In the northern portion of the canyon, the freeway lanes will be cut into the hill on the west side. At mid-canyon, there will be an access tunnel under the freeway for pedestrians and wildlife.

At the request of Monterey-Salinas Transit, the draft EIS shows a Park-and-Ride lot at the mouth of the Valley near the Carmel Valley Rd. interchange. The Hatton Canyon Advisory Committee has asked that this be deleted. The County and MST are now seeking a different location for a Park-and-Ride lot in Carmel Valley.

Carmel Valley Rd. will be lowered by only two to three feet where it passes below the freeway. The present intersection with what will then be old Highway 1 may be changed. Instead of Carmel Valley Rd. coming to a T intersection at Highway 1, through traffic from the Valley will curve left from Carmel Valley Rd. to head south on the old highway. Traffic on old Highway 1 coming south from Carmel would have to stop and either turn left into the Valley or right to Rio Rd. A traffic light will probably be required at this intersection.

For the freeway interchange at Carmel Valley Rd., previous studies showed that southbound traffic from Monterey turning onto Carmel Valley Rd. would have a green light 49 percent of the time. It now appears that this traffic may have a green light 58 to 59 percent of the time.

Behind the Barnyard, the Caltrans right of way extends from the flag poles to the existing highway. That means some of the current parking area is on Caltrans property and may not be available after construction of the freeway.

At the northern end of the Barnyard, the freeway will be 15 to 20 feet lower than the existing highway. Opposite the southern half of the Barnyard, it will be higher than the old road. The earthen berm will raise the freeway to 23 feet plus a 32 inch high railing as it passes over Rio Rd. By the time the freeway gets to the river, it is back down to 3 feet above the existing road.

Anticipated noise levels would justify putting up walls as sound barriers north and south of Rio Rd. Sound barriers are optional. If the community doesn't want them, they don't need to be put in.

Traffic exiting the freeway to go to the shopping centers will have to travel a somewhat circuitous route. Therefore, appropriate signs are essential. However, state law prohibits references to commercial activities on freeway exit signs. The exit signs can only say Rio Rd. or Carmel Rancho Blvd.; they cannot say Shopping Centers or Commercial Area. This may become an issue.

The amount of wetland area destroyed by the freeway is now down to 10.7 acres. Caltrans is required to offset this environmental damage by restoring at least an equal amount of wetland habitat along the Carmel River. Restoration generally means planting willows and cottonwood trees. Caltrans will contract with the Monterey Peninsula Water Management District to monitor, maintain, and irrigate the planted area as needed for 10 years.

Previously, Caltrans had selected eight sites along the river for this replanting. Then, state Fish & Game determined that all replanting must be west of Hatton Canyon, as the lost habitat is important for migratory birds that won't go farther upstream. That eliminated six of the planned sites.

Current plans are to replant five acres at Mission Ranch. Most recently, Caltrans has obtained a tentative okay from Carmel Unified School District to replant 3.7 acres behind River School, adjacent to the Mission Ranch property. Both areas were cleared many years ago and have no trees at all. On the River School property, Caltrans would put in a trail system with interpretive plaques as an outdoor laboratory for the school.

The remaining planting would be to fill in some of the degraded riparian habitat behind Crossroads shopping center and the Arroyo Carmel condominiums.

Plans to transplant the endangered Hickman's onion in the canyon have been dropped. In other places where transplanting Hickman's onion has been tried, this has failed. Two large areas where the rare onion grows will be fenced off. Latest estimates are that less than 20 percent of the Hickman's onion population will be disturbed by freeway construction.

Freeway EIS Delayed *Continued from Front Page*

sible exception of mitigation of the project's impact on wetlands, Pollack explained.

The federal Fish & Wildlife Service previously told Caltrans it would accept whatever wetland mitigation was acceptable to the California Dept. of Fish & Game. Now, Fish & Wildlife Service is taking an independent position, according to Pollock. The federal agency wants Caltrans to restore through replanting vegetation one-and-a-half acres of wetland for each acre of wetland destroyed by the freeway, while the state is content with a one-for-one replacement. The problem is that there is not enough comparable wetland area available for restoration to satisfy the federal request. (See article above.)

The subject areas in which the FHWA wants the EIS changed are:

- More data is desired on how the Coastal Commission's concerns expressed in its consistency finding will be resolved, and how the Coastal Commission will approve the plans.
- An approved plan for replacing wetlands impacted by the freeway is desired.
- More discussion is wanted on cumulative impacts, growth inducement, and how the freeway relates to the Monterey *County General Plan.*
- Further discussion of noise impacts, visual impact on Carmel River State Park, the floodplain, and seismic activity.

SHERIFF'S LOG

THEFTS , NEAR THEFTS AND THEFTS PERHAPS

MID VALLEY. Suspect identified by store-owner in theft of $500 in merchandise. 6-5

ROBLES. Resident reported shed broken into, saw stolen. 6-5. *(Not an acceptable way to cut costs.)*

VILLAGE. Stolen auto recovered at CVCYC parking lot. 6-4.

HIGHLANDS. Tourist's auto broken into. Photo equipment taken. 6-2.

JAMESBURG. Resident reported theft of $4,500 in building materials over period of time. 6-1.

CROSSROADS. Transient reports theft of two-month-old Australian Shepherd pup. 6-1.

PEBBLE BEACH. Hotel reports $3,518.67 unpaid bill. Guest left by back door. 5-30.

CACHAGUA. Daytime residential burglary report. 5-29. ***(First of many in this report.)***

CROSSROADS. Store manager reports Seaside man stole several jackets over a period of days. 5-29. *(They had all his business.)*

BARNYARD. Two bird feeders stolen from in front of store. 5-29. *(Big, strong birds.)*

RURAL CARMEL. Three residential burglaries, jewelry taken in each. Thief left gloves at one scene. 5-25.

PEBBLE BEACH. Two residential burglaries. Jewelry taken in each. 5-25.

VILLAGE. Money stolen from business. No evidence. 5-25.

MID VALLEY. Several cartons of cigarettes shoplifted. Vehicle license taken. 5-25.

VILLAGE. Residential burglary, Yamaha stereo, speakers, CD, answering machine stolen. 5-24.

VILLAGE. Resident reported loaning son's auto to "some guy named Casey three weeks ago." Not returned. 5-24.

RURAL CARMEL. Residential burglary, jewelry, cam-corder, silverware, purple pillow case. 5-24.

MID VALLEY. Resident reported $43 cash taken from purse while at church. 5-23.

CHS. Woodshop entered. Apple IIE computer, two disc drives, printer taken. 5-23.

ONE OR MORE TOO MANY

RURAL CARMEL. Seaside man driving under influence, cited to CHP. 6-5.

CACHAGUA. Drunk knocked 16-year-old boy off motorcycle. 5-29.

PALO COLORADO. Resident transported to *CHOMP. Overdose. 5-29.*

CARMEL HIGH. Two boys on campus with beer. 5-24.

MIDDLE SCHOOL. One female juvenile on campus with marijuana. 5-24.

NOT ON THE LIGHTER SIDE

VALLEY. Resident reported death threat from Carmel resident. 6-5.

VILLAGE. Mail, including financial papers, missing from streetside mail box. 6-5.

Cachagua. Resident reported girl friend threatening suicide after dispute. 6-5.

BIG SUR. Monterey motorcyclist killed in Highway One accident. 6-4.

VALLEY. Juveniles firing shotguns. Cited. Guns placed in evidence locker. 5-30.

VILLAGE. Business operator reported threats by Village youth. 5-30.

CACHAGUA. Marina hiker sprained knee "rock hopping" across stream. MAST chopper to Salinas hospital. 5-29.

LUCIA. S.F. hiker. Lost, Seriously injured. MAST to CHOMP. 5-29.

ODDITIES

RURAL CARMEL. Large group of juveniles on beach dispersed. Untapped "pony keg" located. Placed in evidence locker. 6-5.

BIG SUR. Resident reported process server trespassed, illegally "climbed over fence" at his residence to serve legal papers. 6-4. *(Sue, and then have him served.)*

VALLEY. "Shoving dispute" between tow truck drivers at scene of "tow." 6-2. *(Who did get there first? Would it matter?)*

VALLEY. Carmel resident reported "someone walked over" vehicle while parked in Valley. 6-2. *(O.K. Who got off the trail?)*

C.V. ROAD. Carmel resident forgot cordless phone on car roof. Fell off east of Carmel Ranch, enroute to Mid Valley. 6-1.

PLASKETT CREEK. Walking shorts and wallet found by Oakland hiker. San Luis Obispo man contacted. 6-1. *(Explain that to the wife.)*

HIGHLANDS. Santa Rosa man left wallet, $600 cash, credit cars on roof of car at service station. 5-30. *(She won't believe that one either.)*

RURAL CARMEL. Woman reported neighbors in their back yard watching her dress/undress in her bedroom. Advised to pull drapes. 5-30. *(Good thinking.)*

VALLEY, ETC. 24-year-old Village resident cited to CHP. After high-speed chase on motorcycle from Carmel High, up and down the Valley, to Pacific Grove. 5-29.

Village. Loud "domestic." Couple did not want to discontinue. Told to fight quietly. 5-29.

RURAL CARMEL. Marijuana garden found. Plants in custody. 5-26. (Handcuffs?)

HARDCHARGIN' FIESTA "RAMRODS"—Loaded up and ready to move out with preparations for the June 10 Benefit Fiesta at Stonepine Resort's Equestrian Center, aboard the Harris Stage Line coach, from left, are Marcia Wall, Susan Augustitus, Louise Riddel-Kaufman, Rose Little and Debbie Harris of Stonepine. Ground crew, are from left, Diane Leonoff and Tanya Meyer. Proceeds from the 3-10 p.m. event will benefit Tularcitos School Parents Club and CVCYC. The Fiesta will include music, dancing, a wild west show, Riata Ranch trick riding and roping, Mexican hat dancers and mariachis and an Indian village. Western, Mexican and Indian food offerings will include wild boar, venison, barbecue and Veracruz-style fish. For details, telephone 659-3983 or 625-9555. *(Sun* Photo)

DISAGREEABLENESS

VILLAGE. Continuing "chapters" with same individual. Planter broken at restaurant. Vehicle windows broken, attempt to drive off with owner in vehicle. Almost daily incidents being reported.

VANDALISM

VILLAGE. Business operator's auto vandalized on 6-1. Teenager suspected. 6-3.

PT. LOBOS. '87 Porsche vandalized while parked. 6-1.

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Should Carmel Valley Be Incorporated?

Continued from Front Page

Most other categories of revenue and expenditures would probably be higher for Carmel Valley than for Pebble Beach, because of the larger area and population in the Valley. The population of Carmel Valley (east of Highway 1) is about 13,000, double the population of Pebble Beach. Sales tax receipts, in particular, may be substantially higher because of the commercial area at the mouth of the Valley.

The biggest difference would probably be for public works expenditures. The Pebble Beach figures do not include the cost of road maintenance, as ownership of the roads would be maintained by the Pebble Beach Company. If Carmel Valley were to incorporate, the new city would have to assume substantial road maintenance responsibilities, although that cost would be partially offset by gas tax revenues. Sheriff's patrol costs would also be substantially higher.

If Pebble Beach is a valid basis for comparison, then incorporation of Carmel Valley may well be financially advantageous. Supervisor Karin Strasser Kauffman doubts the validity of this comparison, however, and she also questions the accuracy of the Pebble Beach consultant's financial projections for that area. "They have greatly underestimated the costs for their planning department, for example. There is a lot to commend the incorporation of Pebble Beach, but their expenditures as a city will be a lot higher than they are now projecting," Strasser Kauffman told the *Sun*.

The numbers will become more favorable to incorporation in the future if development permitted by the Carmel Valley Master Plan actually occurs.

The supervisor explained that small jurisdictions are less efficient, because they can't share personnel and equipment and spread the costs of such things as legal services and legal liability. In the Valley, she said, the cost of public works is "horrendous" just to keep the roads and storm drains open. "I don't think incorporation would provide any financial benefits to Carmel Valley," she said.

One thing is relatively certain, however. The numbers will become more favorable to incorporation in the future if development permitted by the Carmel Valley Master Plan actually occurs. The master plan authorizes up to 325 new hotel rooms, which at todays rates would increase transient occupancy tax revenues by roughly $580,000 per year. Commercial development permitted under the plan would also increase sales tax revenues without requiring much of an increase in expenditures. If development of the Valley continues, the pressures and opportunities for incorporation will increase.

Home rule is a powerful rallying cry.

This leaves the political arguments for and against incorporation. There is certainly a strong yen for independence from Salinas. Home rule is a powerful rallying cry.

Home rule is not the answer to all problems, however, and could even make some problems worse. City councils are driven by the need to raise revenue to pay for city services. Historically, the favored means of increasing revenues has been to encourage hotel and other commercial development. Any public preference for maintaining the Valley's rural character might be overwhelmed by unrelenting economic pressures to increase the tax base. If the tax base were clearly adequate, as in Pebble Beach, this would not be a problem.

One normally associates cities with more intensive zoning and municipal services. Strasser Kauffman says that land use definitions are entirely different for cities than for counties, and that it may be difficult to maintain low density zoning after incorporation. "If you want to live in the country, then you are properly in the County rather than in a city," Strasser Kauffman noted.

It does seem paradoxical to become a city in order to better maintain rural character. According to Richard Andrews, however, this is not at all unusual. Andrews is the former Chief Administrative Officer of Monterey County. He is now the General Manager of the Pebble Beach Community Services District and heavily involved in the Pebble Beach incorporation drive.

"I'll work with whatever the people want, but I'd have to say that the Valley is now an example of what good County government can do. It would take a lot to persuade me of the need for change."
Strasser Kauffman

In recent years, according to Andrews, many California cities have incorporated in order to gain control over the planning process after the County had allowed too much growth. Andrews has a list of 24 California cities incorporated between 1979 and 1985. Twenty of them cited better control of land use decisions as a principal reason for incorporation. The second most frequently cited reason was to retain revenues generated within the community. The third was better police protection. The city of Loomis in Placer County incorporated in 1984 specifically "to protect its rural environment."

Strasser Kauffman counters that the Valley already has an excellent land use plan. "I'll work with whatever the people want, but I'd have to say that the Valley is now an example of what good County government can do. It would take a lot to persuade me of the need for change."

"Everyone wants more Sheriff's patrols, faster service and lower planning fees, but that's not realistic," the supervisor stated. But that pre-judges the critical question. Is it unrealistic to expect financial benefits from incorporation? No one really knows just what the financial consequences of incorporating Carmel Valley would be. To determine this would require a study similar to the one done for Pebble Beach. Close observation of developments in Pebble Beach as it moves toward incorporation may also provide some clues.

... taxes paid by the Valley are being used to subsidize less affluent areas of the County.

Clearly, some percentage of taxes paid by Valley residents and businesses is being used to subsidize less affluent areas of the County. Some subsidy of less affluent areas is appropriate; there is, however, a point at which subsidization becomes an unfair burden. Carmel Valley also has serious needs.

One largely unrecognized Valley need is the same as one of the driving forces behind the Pebble Beach incorporation movement. It is the need to replace old and undersized water lines in order to improve the capability to fight wildfires in residential neighborhoods. Several Valley areas are extremely vulnerable to fires that would sweep rapidly up the hillside, destroying a whole neighborhood as happened in Pebble Beach. Traditionally, lethargic governments are not prodded into addressing such expensive problems as inadequate fire flows until **after** the fire has wrought its destruction, as is now happening in Pebble Beach. Need we wait until tragedy occurs?

The Public Utilities Commission will not allow the water company to use ratepayer funds to upgrade water lines to improve fire flows. This is the responsibility of local government or the affected property owners, yet the County has no funds for it. Proponents of Pebble Beach incorporation expect that incorporation will provide funds for such capital improvements.

Strasser Kauffman points out that the County does not have a business license tax. Cities normally do. "Why should one put extra burdens like that on an area that already has a good land use plan," she asks.

"If you want to live in the country, then you are properly in the County rather than in a city."
Strasser Kauffman

If incorporation were seen as desirable and financially feasible, there would still be the question of what area to include. Residents of the Village and Upper Valley may be more inclined to support incorporation if it included only their area. They might fear a more inclusive city government would be dominated by business interests at the mouth of the Valley. Without that large commercial development, however, incorporation might not be financially feasible.

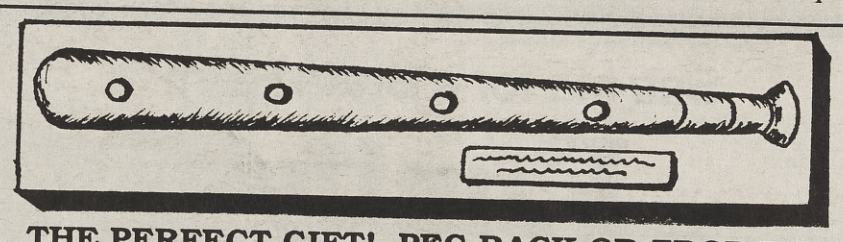
A serious assessment of the pros and cons of incorporating Carmel Valley would require detailed research on the revenues and expenditures anticipated for such a city, and how those revenues and expenditures might vary with different boundaries. Even before that, however, there is a need for public discussion of whether or not incorporation would be desirable. The incorporation process involves a series of steps culminating in a public vote where the majority rules.

If incorporation were financially feasible and desirable, there would still be the question of what area to include.

Let us start that public discussion of incorporation by exchanging views through the *Sun's* Letters to the Editor column.

* * *

VILLAGE PLAYERS; "Grease" at Hidden Valley, 8:30 p.m., June 10-11. Tel—373-4357.



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Valley People

By Dee Cantlon

Special thanks to all those who participated in the Red Cross Bloodmobile on May 25th at the Carmel Valley Community Chapel. Additional recognition goes to those who reached gallon or more status with this donation. Each unit counts as one pint and donors may give blood every 8 weeks. Reaching their one gallon mark were Michelle Mudurian and Craig Clark; 2 gallon certificates were awarded to Joan Marsh, Peter Coakley, Roger Gardner, Jean L. Layer and Robert Melton. John W. Long is to be commended for reaching the 5 gallon mark!

Carmel Valley Veterinary Hospital employee Kelley Klein, while unable to donate due to pregnancy (6 months!), did her part for the cause. While husband Robert and former veterinary employee Leigh Ann Cecka were donating, Kelley helped to relax them by scratching them behind the ears...well, it works on cats and seemed to do the trick on this occasion!

The American Heart Association wishes to thank all the volunteers who worked on their residential drive this year. Carmel Valley residents contributed more than $4,000 to the fund for heart research and education. The local captains who worked on the campaign were Gina Gasperson, Jeanett Swanson, Beth Stratton, Linda Gesicki, Lois Harbert and Nancy Cleary. Good work.

Race walker Kim Wilkinson has been striding past the competition. She won first place in her age group in the 6th Golden Gate Race Walkers Postal 5K Championships at Robert Louis Stevenson School track on April 15th. On April 30th, Kim took 2nd place in the 15K women's race walk at the National Championships in Long Beach. She missed 1st place by 4/100th's of a second! Is that close or what? Kim established herself as one of the top women race walkers in the *United States when she set a new personal* record in the 10K of 49:48:02 on May 6th. That's the day she won the Julie Partridge Memorial 10K Race Walk at the State University of San Francisco.

The Scout-O-Rama was held this year at the Monterey Peninsula College football field on June 3rd. The Kiwanis sponsored our Pack 127 at the event. Cubmaster Larry Sassarini and his group planned a snail racing event. They also demonstrated the art of cooking Escargot. Which, if you think about it, is only fair. The snails got a running head start before becoming a culinary masterpiece!

As a footnote, any parents wanting to sign their boys up for scouting should contact Bob Bailey at 372-8238. Bob would also be interested in hearing from any adults wishing to volunteer their services for the Scouts.

Elyse Battey and Tanya Mayer are co-chairing the Stonepine Fiesta on June 10th. This day of music, dancing, entertainment and food celebrates three cultures and three centuries of Carmel Valley history. The event benefits the Tularcitos Elementary School Parents Club and the Carmel Valley Community Youth Center. For more information, call 659-3983 or 625-9555.

Elyse Battey has other talents besides helping plan fund-raisers. She has just finished cosmetology school and will be doing nails at a Village beauty shop.

The Monterey College of Law awarded Doctor of Jurisprudence degrees to two local men in the thirteenth annual graduation ceremony on June 4th. Receiving their degrees in a ceremony at Santa Catalina School were Jeffry Champlin and John Pospishil. Congratulations.

The Arabian Horse Show at the Fairgrounds June 2nd, 3rd and 4th featured Dave Bindel's Champion Arab stallion CA Kemo Sahib, in the working cow horse division. Kemo was 1987 Reserve National Champion, 1985 and 1987 U.S. Top Ten and has won 40 Blue Ribbons! Dave will be entering Kemo Sahib in the Nationals in Albuquerque, New Mexico in October. Maybe Carmel Valley will be the home of the new National Champion soon.

Speaking of horses, Beth Unterbrink has added to her collection of riding ribbons again. Beth won reserve champion for small and medium ponies riding her Dapper Dan. She was riding in the third annual Otter Be Here Horse Show at the Monterey Fairgrounds recently.

Hog-icide Update...Monterey County Cattle Feeders President Dick Breien has offered to pay Graham Evans for the loss of his pig to a mentally deficient vandal with a William Tell Complex. The feed-*lot will pay Graham the going rate* based on the average weight of pigs auctioned at the fair.

Glad to know Chuck Mc Kay is home from the hospital, and feeling fine.

Happy Anniversary to Chris and Patty Anderson. They were married three years ago on June 21st, the Summer Solstice, longest day of the year and a full moon to boot! And the day before is Chris' birthday.

Also, a Happy Anniversary to Stew and Sandy Clough who celebrate many years of wedded bliss on June 23rd. Sandy also has a birthday on June 13th.

Other folks celebrating upcoming birthdays: Lee Underwood (6/9), Morgan Vetter (6/12), Dorothy Garland (6/16), Beth Zurlinden (6/19), and Devon Kreyenhagen (6/20).

Anyone with events or information to share call me at 659-5510.

What's Blooming?

By Marilyn Raynes

Geraniums grow in full sun and are a very hardy perennial. These are a brilliant red with roundish green leaves and are growing in the parking lot in front of The Dynasty restaurant in Carmel Valley Village. The most outstanding display of geraniums and pelargoniums I've ever seen is the garden at the corner of Carmel Valley Road and Scarlett Road which has offered a colorful display to passers-by for many, many years. A special thank you from those of us who enjoy it every year!

'Non-Violent' Dog Injures Jogger

A petite Village woman, following her standard Paso Hondo jogging path met a "previously non-violent" dog on May 21, and in a split second received a serious bite injury to her forearm.

The "perfectly friendly" dog was walking off the leash with his mistress, when he approached the petite jogger, Lynn Sakasegawa, and without warning engulfed her forearm in one sudden bite.

Sakasegawa reported the dog released her quickly and ran back to his mistress, who was unaware of the attack until the understandably shocked victim told her what happened, with the obvious evidence of severe injury to the arm.

The victim received prompt medical treatment, is undergoing anti-biotic therapy and will receive skin grafts and further surgery after all infection is cleared.

The animal was inspected by animal control officers and impounded for observation. The animal has had all shots, including rabies, and Sakasegawa reports the owners are being 100% supportive and responsive in the incident. The pet is expected to be released to the owners after the mandatory observation period.

"Naturally, they are like any of us would be, just totally caught by surprise that a completely gentle, friendly pet would attack like this without warning," she reports.

Monterey County has a leash law which requires owners to keep their dogs in "direct control" at all times, when off their own "securely contained" private property, even if just going for a walk in the immediate neighborhood, according to Animal Control Supervisor Kathleen Murray.

"The standard is precise," Murray states. "The dog must be on leash or under voice command, immediately at the side of its master in 'heel command' at all times."

"When dog owners and bite victims are confronted with this type of attack, it is a traumatic experience. But this type of 'perfect pet' unexpected and unprovoked dog bite attack is a daily occurrence in Monterey County," she states.

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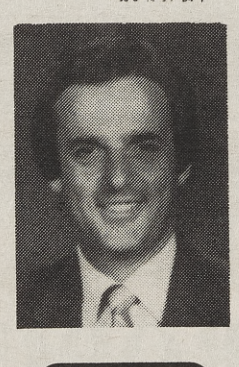
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PEOPLE ARE READING

News from the Carmel Valley Library

FICTION

A Mouthful of Sand (M)...M.R.D. Meek
Moon Palace...Paul Auster
Agent of Influence...David Aaron
The Grotesque...Patrick McGrath
The Bailey Chronicles...Catherine Cookson
While My Pretty One Sleeps...Mary Higgins Clark
Red Branch...Morgan Llywelyn
Charades...Janette Turner Hospit
John Dollar...Marianne Wiggins
The Little Death (M)...Michael Nava
Shades of Fortune...Stephen Burningham
Game, Set & Match...Len Deighton
The Changeling...Philippa Carr
God's Ear...Rhoda Lerman
In The Shadow of the Crown...Jean Plaidy
Flesh & Blood (M)...Thomas H. Cook
The Book of Fantasy (SF)...Jorge Luis Borges
Glory Days...Rosie Scott
The White Cutter...David Pownall
The Last Room in Manhattan...Kathleen R. Lawrence
The Last Billable Hour (M)...Susan Wolfe
Last Orders (SF)...Brian Aldiss

NON-FICTION

*Goldwyn**...A. Scott Berg
*Going Within**...Shirley MacLaine
*A Woman Named Jackie**...C. David Heymann
*Love & Marriage**...Bill Cosby
Many Lives, Many Masters...Brian L Weiss
The Seat of the Soul...Gary Zukov
Mary Shelley: Romance & Reality...Emily Sunstein
Husbands & Wives...Melvyn Kinder
Now Where Were We?...Roy Blount
Maggie's American Dream...James P. Comer, M.D.
Paul Robeson: A Biography...Martin Duberman
The Burning Fores (modern Polish poets)
Managing Your Own Money...James F. Tucker
My Enemy, My Self...Yoram Binur
Trips for Those Over 50...Harriet Webster
Home Landscaping...Elizabeth Murray
First Aid for Dogs...Geo. E. Boyle, VMD
Talkin' About my G-G-Generation...G. B. Trudeau
Self-Consciousness: Memoirs...John Updike
Litany (poems)...Scott Sonders

*Best Seller, *(M)* Mystery, *(SF)* Science Fiction

Five Valley Residents Receive MPC Degrees

Five Carmel Valley residents were among students receiving degrees from Monterey Peninsula College during June 3 commencement ceremonies.

Greg Meyer received both the Associate in Arts and Associate in Science Degrees. Tara Beedle, Eva Doelman, Teresa Fredricks and Tom Tyo also received AA degrees.

James M. Forbes received a Certificate of Achievement in Fire Science

Summer Reading Program

"The adventure begins when you open a book..." Summer is almost here, and the *Great Book Hunt* Summer Reading Program is about to begin at Carmel Valley Library. Come in to the Library anytime to register. The program begins as soon as school is out and is open to all children—those who are read to as well as children who read on their own.

Valley Swimmers Streak to Meet Honors

A pair of Carmel Valley swimmers are continuing to achieve regional honors and personal records in age-group competition, while swimming with the Hartnell College-based Salinas Valley Aquatics team.

Tisha Satow and Kyle Nichols both took overall high-point honors in their 12-year-old groups during the *Cabrillo Threshers Short Course Invitational* May 20-21 at the Cabrillo College pool.

More than 400 swimmers, representing 19 clubs competed, with the host Cabrillo team taking Team First, Santa Clara—Second, and Salinas Valley in Third.

Kyle scored a quartet of Firsts, with the 50 Freestyle (26:11); 50 Backstroke (32:01); 50 Breaststroke (32:84), and 100 Ind. Medley (1:05:14). He had two thirds with a 58:69 in the 100 Freestyle, and a 30:55 in the 50 Butterfly.

Tisha posted a First in the 100 Meter Individual Medley with a 1:07:02 time; with Thirds in the 50 Free (26:43); 100 Free (57:40); 50 Backstroke (31:22); 50 Butterfly (25:41), and 50 Breaststroke (35:76).

Both will train under U.S. Olympic Coach Richard Quick this month at Stanford, while continuing with a full summer of competition, completing the "long course" schedule with international caliber competing during the Hawaiian Open.

OVERALL HIGH POINT TROPHIES—Lisa Satow and Kyle Nichols with their Cabrillo Thresher Invitational prizes.

Free Friday Night Flick: Clean and Sober

The Community Alcohol Center is presenting a Free Friday Night Flick June 9. *Clean and Sober* will be the night's feature film from 7 to 9 p.m. Free popcorn will be served. All are welcome to attend.

The Alcohol Center is a sliding fee scale, non-residential program and is funded in part by the County of Monterey. For information call 899-4131.

The Community Alcohol Center is a non-profit neighborhood treatment and activity facility located at 1001 Elm Avenue in Seaside.

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By Drs. Kim & Irv Hartford

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New wide-band trifocals have been developed specifically for VDT users. They provide not only a clear view of the VDT screen but also a full view. Regular trifocals provide only a partial view, so the wearer has to move his or her head to see the full screen from top to bottom.

The first step in relieving VDT-related eye complaints, however, is to have a thorough eye examination to diagnose and correct existing vision problems or inefficiencies. VDT work can aggravate these.

After evaluating your vision and reviewing your on-the-job vision demands, we can determine how to solve your work0-related vision needs.

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In The Barnyard
Off Highway One, between Carmel Valley and Rio Roads
624-4995

Bloodmobile Accepts 62 Donors During May 25 Visit to Village

An excellent turnout for the May 25 Bloodmobile visit to Carmel Valley Village saw 62 donors volunteering to give their blood.

Of these, five were deferred, four were first time donors, and eight received certificates.

The eight certificates were given to John W. Long, 5 gallons, Robert Melton , Jean L. Layer, Roger Gardner, Peter Coakley, and Joan Marsh, 2 gallons each, Craig Clark and Michelle Mudierian, one gallon each.

Other donors were: Betty Dalsemer, Karen Ricigleano, Richard Dalsemer, Doris Jones, Rene Rinnegan, Rev. John McSweeney, John B. Douglas, Bruce N. Nayes, Leon Grandcolas, Lynden Miller, Hillary Whitman, Matt Allaire, Gordon Miyamoto, Lynda Baker, Jerry Foote, Douglas Purdy, Jeff Frye and Heidi Braun.

Also, Margie Neidinger, Louise Neidinger, John M. Radon, Elizabeth Tarozzi, Larry Busick, Betty Brown, Madeline Bonafant, Cindy Thatcher, Michael O'Brien, Nelson Foreman, Tim Jensen, Gary Tate, Teresa O'Brien, Tricia Thomas, Susan Augustitus, Don Weber Jr., Gregory Dee Scherman and Ken and Lois Campbell.

And Kathy Little, Barbara Allard, Nikki Nedeff, Sharon Campbell, Michelle Peerson, James Baker, John Schaffer, Pam Austin, Diane McKenzie, Kathleen Baer, Scot Horrobin, Marjorie Bryant, Robert Klein, Leigh Cecka, Dee Cantlong, Robert Mackercher and Sherry Coakley.

The Fiery Ladies from CV Fire Department provided cookies for donor refreshments.

Organizers, staff and volunteers expressed thanks to all the Donors, staff from CHOMP, Nurses, local and Red Cross Volunteers, who helped make this Bloodmobile visit successful.

* * *

VILLAGE PLAYERS; "Grease" at Hidden Valley, 8:30 p.m., June 10-11. Tel—373-4357.

Applicants Needed For Aging Advisory Committee

Fifth District Supervisor Karin Strasser Kauffman is seeking qualified and interested applicants to serve a three-year term on the Area on Aging Advisory Committee. This Committee advises the Board of Supervisors on development and implementation of the Area Plan for senior citizens.

Appointees must be strong advocates of the rights of the elderly and are charged with the responsibility of allocation Older Person's monies.

The Committee meets at 12;30 on the third Thursday of each month at various locations throughout Monterey County.

Applicants who meet the aforementioned criteria and who are able to meet at the appointed times are urged to send a letter to Supervisor Strasser Kauffman at 1200 Aguajito Road, Suite 006, Monterey, CA 93940 or call 647-7755.

* * *

VILLAGE PLAYERS; "Grease" at Hidden Valley, 8:30 p.m., June 10-11. Tel—373-4357.

Classical Swap Meet June 17 at The Ridge

The first classical swap meet for Classical Music Station KBOQ has been announced for 1—4 p.m., June 17 at The Ridge Restaurant in Robles Del Rio Lodge, above the Village.

Billed as the Swap Meet with "real class," the event will feature swapping, buying and selling of single records, albums, tape cassettes, compact discs, sheet music, books and other items of interest to listeners to the classical music station.

"Swappers" are being asked to bring trade items in "good condition," thereby creating the first interest "hook," as participants see what others consider "good condition."

KBOQ program hosts, David Wittrock and Jared Charles will bring many dozens of recordings from the station's music vault.

The Ridge has set aside its living room (complete with panoramic views of the Valley) for the event, with Chef Daniel Barduzzi and the Ridge staff serving hors d' oeuvres to participants in the Classical Swap Meet.

Needed: Used Eyeglasses

The Monterey Bay Chapter of Los Medicos Voladores/The Flying Doctors is in need of used eyeglasses to distribute in the state of Sonora, Mexico.

The glasses are cleaned and repaired by prisoners at Soledad Prison, who use a machine to classify them by prescription.

Eye doctors who are members of the Medicos Voladores team, take the glasses to needy residents of Mexico's remote villages.

Los Medicos is a volunteer organization of doctors, dentists, pilots, interpreters and others who call upon villages lacking regular medical facilities. Membership is open to anyone interested in helping.

The group meets four times annually and the public is invited. The next meeting is at 7:30 p.m. June 13, at *New Monterey Community Center.*

Anyone willing to donate used eyeglasses can bring them to the meeting or contact Dr. Richard Koleszar, 505 Lighthouse Ave., Pacific Grove.

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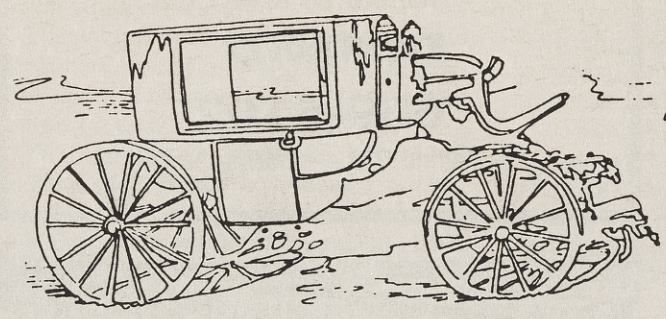

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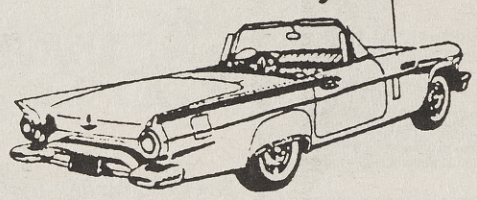

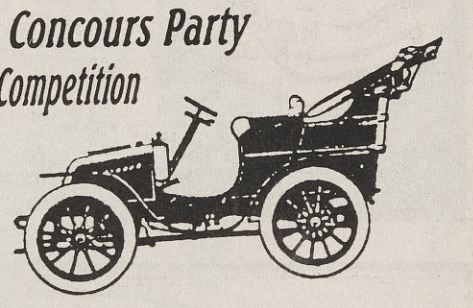

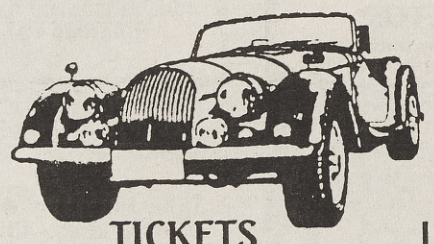

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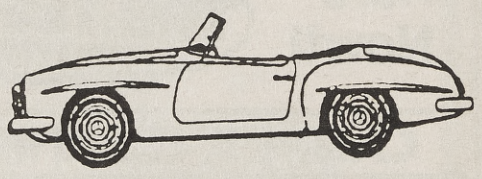

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FOCUS ON: THE HOME OFFICE

Desktop Publishing Software Offers Great Flexibility

The home office computer user can make routine paperwork exciting and fun using new computer programs. The paper documents often represent the person so they must be attractive and stylish. Here is the best software available to format and display those documents. Lots of memory, a hard disk, and a full page display monitor are recommended to best work on the documents.

Features to look for in a desktop publishing program (DTP) are outstanding page layout abilities. A master page function lets you design a standard layout and then use that for every page. A master page can include page number, heading, footers, ruled lines, and logos.

Page viewing lets you see the page at different sizes. There should be rulers, guides, and snap-to commands so that text blocks and graphics boxes can be precisely aligned.

Good DTP programs give very good control over text to include kerning, line spacing, fonts, font sizes, styles, text flow around graphics, a spelling checker, and search and replace. Style sheets allow you to type in text in any format or font and then easily select how you want that text to look in size, font, and style. Text from other programs can be imported and so can graphics from picture programs.

A frame—based DTP requires that you define the size and shape of your text or graphic block. Inside of that block goes the text (either imported or typed in) or the picture (usually imported). The text or graphic block can be resized and the text and picture will change to fit the new size.

Xerox Ventura Publisher is the DTP program of choice for the IBM and compatibles. Ventura can handle catalogs and

Continued on Page 11

Business Plans Lead To Business Success

Business plans can offer a clear direction to success and are the link between personal goals and operating plans for the business. There are certain steps to follow in making a business plan: understand your objectives; identify your audience; develop an outline; write the plan; get experts to edit. Most plans have these sections: summary of the key issues: description of the company; analysis of the market; product or service overview; marketing and sales plan; operations; management and ownership; and finances.

There are three characteristics that make an outstanding business plan: evidence of customer acceptance (the product or service is used); appreciation of objectives (profit is real); evidence of focus (a narrow one is best); proprietary position (patents, copyrights; and trademarks are impressive.)

By developing a business plan many of the potential problems will be identified and solutions can be found. To be successful a small business must know its market.

Marketing research is simply an orderly, objective way of learning about the people who buy from you. Marketing research is the systematic gathering, recording, and analyzing of data about problems relating to the marketing of goods and services.

A marketing plan should include the market size, market growth rate, and competitive analysis. It is an organized way of finding objective answers to questions every business must answer to succeed. Marketing research can reduce business risks, spot problems, identify sales opportunities, and help set up plans of action.

Every small business owner must ask these questions: Who are my customers? What kind of people are they? Where do they live? Can and will they buy? Am I offering what they want? Are my prices fair? How do I compare with my competitors?

Marketing research does try to learn about markets scientifically, which is to gather facts in an orderly, objective way, to find out how things are, and what people want to buy.

Small business holds an edge over the giants to discover the likes and dislikes of their specific customers. They can react quickly to changes in their customers buying habits. Small business owners often have a feel for their customers.

Marketing research follows these steps: define the problem which means listing every possible influence that may have caused it. Then assess the ability to solve the problem; if additional information is needed, go get it. The next step is to organize and interpret the data. Finally, make the decision and then watch the results.

There are many fine reference publications available. A listing of available publications can be obtained free from the Small Business Association (SBA), PO Box 15434, Fort Worth, TX 76119 or any of SBA's field offices.

The Bureau of the Census has a wealth of data available to the small business owner. There is a catalog of United States Census Publications which includes a Census of business, retail trade, wholesale trade, selected services, manufacturers, and population. There is also a county and city databook. There are several good non-governmental books on marketing including *Small Business Marketing, a Selected and Annotated Bibliography,* put out by the American Marketing Association.

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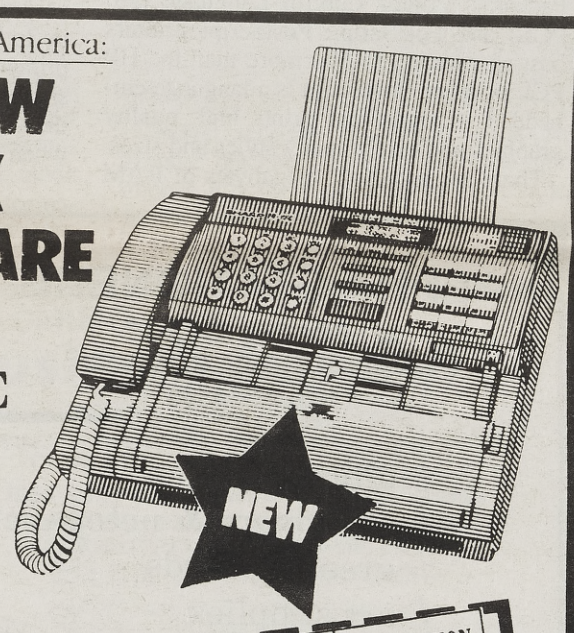

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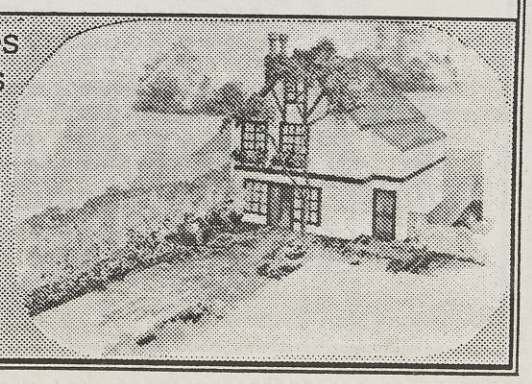

IRS Business Tax Kit

The Department of the Treasury, Internal Revenue Service Publication 454-A (Rev. 11-88), describes the Business Tax Kit which the IRS issues upon request to individuals seeking tax information regarding a small business.

The following items are included in all kits:
Form SS-4, Application for Employer Identification Number;
Form W-4, Employee's Withholding Allowance Certificate;
Form 940 Employer's Annual Federal Unemployment (FUTA) Tax Return;
Form 941, Employer's Quarterly Federal Tax Return;
Form 4562 and instructions;
Publication 15, (Circular E), Employer's Tax Guide;
Publication 334, Tax Guide for Small Business;
Publication 393, Federal Employment Tax Forms;
Publication 454-A Business Kit Content Sheet;
Publication 509, Tax Calendars for 1989;
Publication 539, Employment Taxes;
Publication 583, Information for Business Taxpayers;
Publication 910, Guide to Free Tax Services;
Publication 1057, Small Business Tax Workshop Brochure;

The following items are included in the Sole-Proprietorship kit:
Form 1040, US Individual Income Tax Return and Instructions;
Schedule C (form 1040) Profit or Loss from Business;
Schedule SE (form 1040) Social Security Self-Employment Tax;
Form 1040-ES, Estimated Tax for Individuals;
Publication 505, Tax Withholding and Estimated Tax;
Publication 533, Self-Employment Tax;
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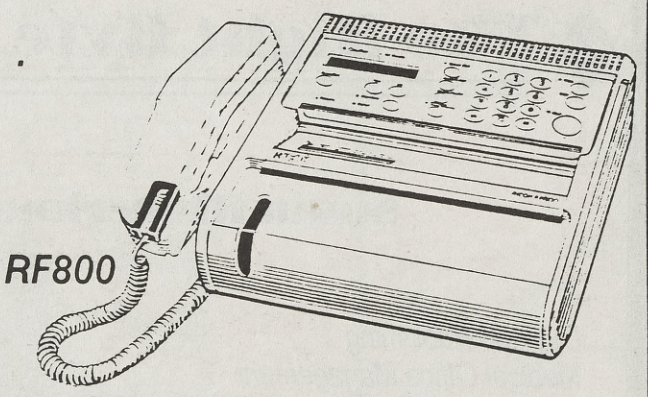

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FOCUS ON: THE H

Achieve Sharper Text With Laser Printer

Laser printers produce superb output and print more quickly and quietly than dot matrix printers. Resolution is the main selling point. Dot Matrix usually prints 72 dots per inch (DPI), or 144 DPI, or even up to 210 DPI. The higher DPI takes much longer to print, up to several minutes a page. The resolution of the typical laser printer is 300 dots per inch and prices start at $1,500. It is possible to buy a 600 DPI laser printer for about $15,000.

Lasers vary in their ability to handle various paper sizes and envelopes, their duty cycle which is how many pages a minute and month can be printed, and how many built in fonts and emulations exist. An emulation is the ability of the printer to mimic other popular printers. Regular paper and legal size should be accommodated as well as envelopes. Eight to eleven pages a minutes is the regular output after the first page is printed. Serial, parallel, and auxiliary input/output (I/O) ports are standard.

There are two major ways for the computer to talk to the laser printer; Hewlett-Packard's Printer Control Language (HP PCL) and PostScript. PostScript printers cost an average $1,500 more than the HP PCL printers. PostScript is a language embedded in chips that prints high quality graphics and text in many styles and sizes.

There are usually 2 megabytes of RAM in PostScript printers compared to 512K of RAM for the HP PCL. Any type of graphics printing will require at least 1.5 megabytes of RAM. Additional fonts can be downloaded from disks or cartridges but take up printer RAM.

For higher resolution work, a Linotype machine puts out 1,270 DPI and up. A disk with the properly formatted data on it can be taken to a print shop and be printed at an hourly rate.

Laser printers are complicated machines and require care. A good support company such as Qume will offer a telephone hot line and free repairs for six months after purchase. Problems that can arise are black stains on the reverse print side, irregular alignment of text, faded text, and white dots. Problems such as those are easily fixed.

Regular operating costs average out to about 5 cents a copy for paper and toner. A toner cartridge containing black plastic toner only costs $80 and is good for 5,000 copies. The best paper is heavy, very white, and very smooth. It may cost up to $20 for 500 sheets. Adequate laser printer paper can cost as low at $3 for 500 sheets. The printer can be on all day and draws about 70 watts at idle and 700 watts when printing.

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E HOME OFFICE

Help for Home Offices Available in Many Forms

Some businesses specialize in providing services which either take too much time, cost too much money, or are beyond the skill of the home office owner. The types of help available to the home office owner are quite varied.

Facsimile material can be sent and received from a business service for a fee. The rates vary; the price of the phone call is borne by the customer and depends on time of day and distance to the receiver. For the fax service alone, it might cost, to send only, $4 for the first 8.5" by 11" letter size page, $2 for the second, and $1 for every page thereafter. For receive only, the cost might be $3 for the first page, $2 for the second, and $1 for every page thereafter.

Many stationery stores carry a complete line of office supplies to include tape, rulers, magnifying glasses, labels, staples, and paper. Pre-printed labels may cost $45 for a thousand, for a piece price of less than a nickel each. They can be put on each item of product sold or used as shipping labels.

Copy centers can duplicate data fast and cheap. Color copying is now available for sizes up to 11" by 17". Spiral binding can put documents into an excellent presentation form. Transparencies can be made from a single sheet of paper. The information is printed onto a plastic film for projection on a screen, or the data can be archived on the plastic transparency.

Laminating is available to stop data on paper from crumbling or fading. Instructions which are read by the public and exposed to the weather can be laminated for preservation. Paper in sizes up to 11" by 17" can be laminated.

Invitations, business cards, letterhead paper, and correspondence stationery are available in many sizes and colors. Rubber or self-inking stamps can be bought to save time on repetitious jobs.

An embosser can be bought for $30 to $60 and will imprint your sign or initials on paper or leather. The customer brings in the final typeset design on a piece of paper and the embossed design is made from that. The embosser is a hand held device similar to a paper punch.

Paper accessories are available for events such as promotions and advertising. The customer's designs can be printed on napkins, scrolls, or matchbooks. A minimum order of 50 matchbooks may cost $14 or about a quarter each. Larger orders bring the cost down to about a dime each.

Some services even have in-house graphic designers to help the customer choose just the right logo or type style for their printed matter.

Procrastination

To defer action; delay, to put off till another day or time, prolong, postpone.

The dictionary definition does not mention the emotional aspect of procrastination. It's always a bad feeling when one puts off until tomorrow what one could do today.

Why do we do it? If the job is complex and large, we think we can't do it all at once, so we don't do it at all. To overcome this obstacle one must break the job into smaller jobs and only plan to do one job at a time.

If the job is unpleasant, it gets put off while waiting for the right moment to do it. Of course, the right moment never comes. In order to get started, plan to give yourself a reward when you are finished.

Fear of success or failure when the job is done stops some from starting. Let curiosity of the result overcome this fear.

One way to do a job is to tell oneself to just spend 10 minutes at it, that's all. It's amazing how much gets done in such a short time.

Procrastination may mean that one shouldn't be doing the job in the first place. After it's done, reevaluate if you should do it again.

Desktop Publishing

Continued from Page 9

manuals with its ability to generate tables of contents, indexing and word processing. Spot color and color separations are available. Automatic footnotes and cross-referencing, tables, and mathematical equations are available with the optional Professional Extension. Ventura Publisher is complex, powerful, and expensive at $800.

For the Macintosh (where it all began), there are three premier programs, Pagemaker, Ready Set Go! (RSG) and QuarkXpress. QuarkXpress is the hardest to learn and the most expensive but offers the best manipulation of text and graphics. Pagemaker is complete and also fairly complex. RSG is an easy to learn yet very capable program with all of the basic features. All major graphics file formats can be imported as well as text from all the major word processors. There is also a choice of predetermined grid layouts available.

The difference between word processing programs and DTP is flexibility. Word processing primarily manipulates text with the newer programs incorporating graphics. DTP starts out with three things to work with, a picture block for graphics, a text block for words, and shapes to give basic art capabilities. The shapes include rectangles, circles, and lines. These shapes can be filled with different patterns.

Inside the text block the words can be sized and formatted easily. Words can be italicized, outlined, made bold, or underlined. Line spacing, tabs, and words spacing can be adjusted.

Inside the picture block the picture can be scaled larger or smaller, distorted, or flow around text. A trick to get higher resolution is to reduce the picture to 25% of the original. Some scanned photographs can almost look like an original when reduced and printed on a laser printer.

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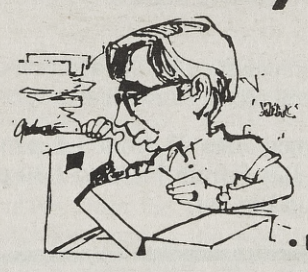
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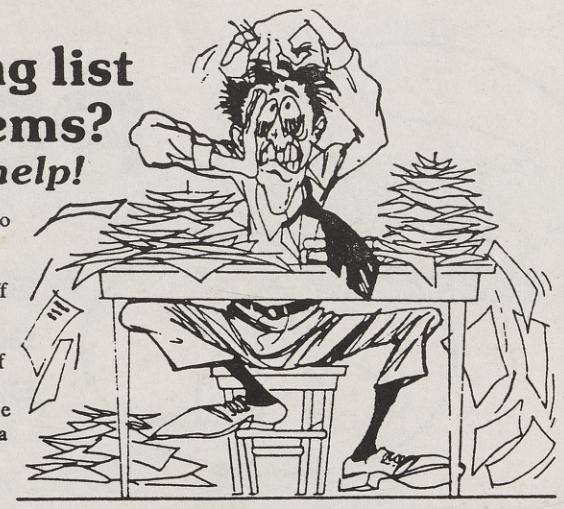
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Book Review: *A Wild Coast and Lonely*

By Richard Criley

***A Wild Coast and Lonely—Big Sur Pioneers* by Rosalind Sharpe Wall, Wide World Publishing/Tetra P.O. Box 476, San Carlos, CA 94070**

When State Highway One opened for through traffic to San Luis Obispo in 1937, it changed the area forever. What was then called "the Coast" by those who lived here came to be known around the world as Big Sur.

The old county road ended at the Post ranch, a few miles past the Big Sur River. For the next ninety miles, only a horseback trail connected the ranch houses spaced a day's ride apart.

When it was a three-hour trip from Monterey to Big Sur in good weather, and a week's horseback ride to Gorda, every landmark, creek, and mountain had its own distinctive character, as suggested by such names as Mal Paso (Bad Pass) Creek, Garrapata (Wood Tick) Canyon, Sal Si Puedes (Get Out if You Can).

When you climbed slowly up one mountain ridge, zigzagged down and forded the stream, you had plenty of time to study the landscape. Today, as you speed down Highway One without even time to read the names of the creeks as you thunder over the arched concrete bridges, it is small wonder it all merges into a blurred recollection.

Like the wild and rugged land they lived on, the settlers of this last frontier seem, in retrospect, larger than life. Robinson Jeffers—with some poetic license—retold their stories of adventure, passion, loneliness and violence in his narrative poems. Now Rosalind Sharpe Wall tells them again as history, richly illustrated with old photographs.

Rosalind lived in their midst from early childhood in 1919 in Bixby Creek, midway between Carmel and Big Sur. She first conceived of writing her book when she was eleven years old. She returned to her project in 1946 when she was equipped for it by her studies in anthropology and journalism. It is our good fortune that she did, because no one who was not a "Down Coaster" could have gained the same degree of access to the ranchers and homesteaders whose memories and notebooks were the vanishing historical sources which could flesh out the meager outline of history to be found in official records and old newspapers.

Author Rosalind Sharpe Wall

Rosalind is now living at Rippling River. As we sit in her small living room, surrounded by Indian pots and weavings and stacks of papers and photos, we talk about "the Coast" in the nostalgic pre-highway era which we both knew in our growing up years. Though chronic emphysema prevents her revisiting her old haunts, the feel of the "inwardness of the wild country" is still a part of her being. It seems like yesterday when she recalls the stories of the Posts, the Pfeiffers, and the Trotters; of Doc Roberts, who brought the first medical services to the area in his two-wheel horse cart; of Dr. Jaime De Angulo, the wildly eccentric anthropologist and horse rancher; of the mysterious hermit, Old Man Clark, and the others who fill the pages of her book.

There is something improbable and frightening about the Santa Lucia Range as it plunges into the sea. The Highway was cut through the cliffs and canyons over a half century ago, but every winter storm threatens to detach it from the mountain wall and send it sliding down into the Pacific, as though Nature still resists this subjugation. Rosalind, who grew up under the spell of this land, imparts in her writing the sense of awe and mystery it inspires.

She retells the folklore about the lost gold mines of the *padres* and the nature spirits who some believe still inhabit the area. We re not expected to accept these legends as the literal truth, but the stories of the settlers who people her book hardly seem more believable. If I had not grown up hearing many of the same tales, I would suspect her of wild exaggeration. Yet it is not so strange that those who lived out their lives in the isolation imposed by this wilderness would reflect its unique character.

When the Sharpe family moved to Mill Creek (now Bixby) to develop Rainbow Lodge as a guest house, her father was considered strange for installing flush toilets. This impression of eccentricity was confirmed when it was noted that her father drove to town for supplies once a week, instead of once or twice a year like other "Down Coasters." Yet for other reasons, her father was certainly unusual. Both her father and mother are among the interesting characters who emerge in her book and played significant roles in the history of the country, including rediscovering the supposedly long extinct sea otters.

My visit with Rosalind was in part a celebration of the appearance of the new edition of *A Wild Coast and Lonely*. The first printing of her book had run out and had not been available in bookstores for over a year. Now, happily, the new, attractive edition is available in bookstores throughout the Peninsula.

The New edition has been enriched by the addition of a postscript consisting of several recent stories and articles.

Signing parties are planned June 23 from 1-3 p.m. at Books, Inc. in Carmel and July 8 from 11:30 to 1:30 p.m. on the Terrace at Nepenthe in Big Sur.

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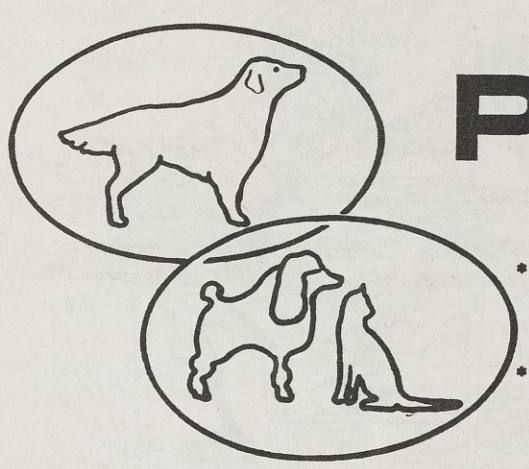

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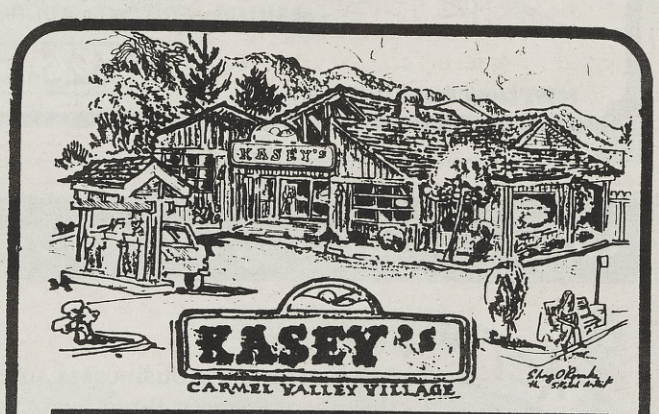

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CENTENNIAL FLASHBACKS

Valley Society In 1889

By James D. Craig

For better or worse, Carmel Valley in 1889 was largely the province of the huge Mexican land grants, their relatively wealthy owners, and their hired hands. Residents of the coastal communities had no reason to travel through the Valley except to buy fresh produce in season at the farms to visit Charles Quilty's Tassajara Hot Springs resort, or simply to take in the scenery.

There were no real inns where travelers could stay, so local residents took a horse and buggy outing for a picnic and returned the same day, unless they decided to camp out along the mountain slopes. Not many did, because grizzly bears still roamed the mountains in large numbers, and even travelers in the mountains near Monterey at night had to be mounted and armed to deter the possibility of a bear attack.

Because of the bear situation, as well as the lingering threat of bandits, wealthy real estate speculator David Jacks always drove a fast horse and buggy to his 3,300 acre Aguajito Ranch in the Loma Alta area near what is now Jacks Peak, so named in his honor.

Ranchers and farmers who sought a less adventuresome social life often gathered at the centrally located ranch of James and Loretta Meadows, the first settlers of a major land grant in the Valley. In 1841 James Meadows, an Englishman, became the first European to settle on a large land grant (4,592 acres) in Carmel Valley, and his wife Loretta Onesimo Peralta Meadows, a Rumsen Indian, was the only Indian to remain in continuous lifetime residence on a large tract granted to an Indian by the padres at the Mission San Carlos. As a consequence, the stone ranch house occupied by James and Loretta and their five children had long been the center of Carmel Valley social life.

The only frequent social activity in the Valley during this period occurred among the smaller dairy ranchers and farmers of moderate means. While the Pacific Improvement Company's Rancho Los Laureles offered its facilities to wealthy tourists from the Del Monte Hotel, their neighbors among the wealthy land grant owners could spare little time from their many investments and landholdings to socialize with their neighbors.

Most of the social activity occurred either at the Meadows ranch or the four schools in the Valley, one of the largest being the Carmelo School, built in 1859 on land donated by James Meadows, in the center of the Meadows tract, and originally named Meadows School in his honor. By 1889 some 55 students sat in desks made by James Meadows himself, in a schoolhouse built by Scotsman James S. McDougall, Sr.

A short time after Carmelo School started classes in the early 1860's, Bay School began serving an even larger number of students at its present location on the outskirts of Carmel. In 1866 Joe Hitchcock's mother attended Bay School where Mrs. Millitt was the teacher. By 1889 about 65 students were in attendance. (In May, 1989 Bay School celebrated its 110th annual Bay Day, making it one of the oldest schools operating continuously at the same site in Monterey County.)

In 1889, eight-year-old Joe Hitchcock, Jr. walked daily to the original Tularcitos School at the northwest corner of the junction of Laureles Grade and the Valley Road. It wasn't far because the school was located on the Rancho Los Laureles where the Hitchcock family was living. Only about 20 students attended Tularcitos School in those days, mostly girls. In 1892 Tularcitos School moved to the area east of the Village where Stonepine Resort is now.

A map of Carmel Valley in 1890 also shows the little known Tassajara School operating south of Cachagua Road just east of Princess Camp. Another school in the area at this time was the old Lincoln School at Corral de Tierra.

Since there were no lending libraries in Carmel Valley in 1889, Valley residents got most of their pleasure reading materials from the school libraries. The schools also hosted dances and bazaars until some of the Valley's founding families got together in 1890 to start the Carmelo Athletic and Social Club. Delos Goldsmith was hired to design the building. A central site was chosen, on the Meadows ranch once again, at the southeast corner of Robinson Canyon Road and the Valley Road, where the white clapboard barn still stands just above the old rock mill. The families who pitched in with hammer and nails to build the clubhouse, using donated materials entirely, included the Stewart, Martin, Berwick, Hitchcock, Meadows, Steffani, Berta, and James families.

No entrance fee was charged for the regular all night fiestas, but a hat was passed and couples were expected to contribute $1. Alcoholic beverages were strictly forbidden, and men were expected to have been previously introduced to the women they asked to dance. A quadrille at midnight was the climax of the night's festivities, which continued so far into the wee hours of the morning that the inclusion of the word "Athletic" in the club's name was no mystery to anyone.

Arts & Crafts Space Available At Centennial Celebration

Valley artists and artisans will have an opportunity to show and sell their work as part of the three-day Centennial celebration August 4 - 6. Arrangements for special booth space to accommodate such displays have been completed, according to Bud McDonald, booths chairman.

Booths can be reserved by calling McDonald at 659-3586. For information concerning arts and crafts exhibits, call 659-5232. Booths have already been reserved for displays of jewelry, dolls, and clothing, McDonald said.

Deadline for arts and crafts exhibit reservations is July 31. Thirty booth spaces measuring 10 by 10 feet have been reserved for artisans' exhibits.

More Bumper Stickers Printed To Advertise Centennial

By popular demand, a new supply of bumper stickers advertising the Carmel Valley Centennial has been printed after the first 500 "went like hot cakes," according to Randy Randazzo, Centennial committee chairman.

The stickers read: "Carmel Valley Centennial - 1889 - 1989 - August 4, 5, 6, 1989." They are available free at six Valley locations: Carmel Valley Market, Village Self-Storage, Kasey's, Coast Savings, Wagon Wheel Restaurant, and Porter-Marquard Realty.

Valley residents are urged to display them to publicize the Centennial.

Volunteers Needed For 10K Race

Planning is underway for the 10K race to be held Aug. 6 as part of the Carmel Valley Centennial celebration.

Race director Alan Cosseboom says volunteers are needed to help with race set up, timing, scoring, aid stations, and traffic control. If you are able to help, please call Alan at 659-5551.

Celebrity Dunk Tank Planned at Centennial

Centennial celebration visitors August 5 and 6 will have a chance to dunk their favorite celebrities in water at one of the more than 40 booths being planned.

The "dunk tank" will be installed on the Community Center or Tularcitos School grounds and will feature Valley personalities as targets. A baseball thrown at a marked target will automatically, if the hurler's aim is good, drop the celebrity into a tankful of water.

Bud McDonald, booths chairman, said Valley celebrity figures, perhaps even including some members of the Monterey Peninsula Water Management Board, are being invited to participate.

* * *

VILLAGE PLAYERS; "Grease" at Hidden Valley, 8:30 p.m., June 10-11. Tel—373-4357.

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CARMEL VALLEY LITTLE LEAGUE CUBS—From left, front: Eric Pressman, Roger Vega, Skip Powers, Chip Powers, Jonathan Erickson, Josh Brown, Danny Hohler and Luke Chaney. Middle: Mark Erickson, Jesse Aldrige, Chase Mahoney, Marolo Milligan, Josh Morris, David Weise and David Manjaras. Rear: Team Mother Sherry Zens, Asst. Coach Al Stream, Joseph Bishop-Zens, Jake Stamp, Kirsten Keresey, Coach Mike Stamp and Manager Pam Priano.

Carmel Bike Rodeo Rolls on June 10

Valley bicyclists are invited to participate in a community Bicycle Rodeo June 10 from 9:30 to noon at Third Ave. and Torres St. in Carmel.

The rodeo is designed for all bike riders, from pre-schoolers to adults. Events include a skills-testing course, bicycle registration by the Carmel Police Department, mechanical safety check by Carmel Bicycle and a used bike auction.

Each rider may participate at his own level and pace, with participation awards presented.

A professional skateboard demonstration will begin at 11:30 a.m. with the latest mini-ramp techniques demonstrated.

The Bike Rodeo is funded by the Rotary Club of Carmel-by-the-Sea, with the Carmel Recreation and Police Departments.

CUSD Announces Swim Program

Summer swim program classes begin at Carmel High School pool June 19, with four two-week sessions scheduled.

Instruction levels include Polywogs, Beginners, Advanced Beginners, Intermediates, Swimmers, Advanced Swimmers, Diving and Life Saving.

The sessions are June 19-30; July 3-14; July 17-28, and July 31-Aug. 11.

All classes are taught by Red Cross Certified instructors, using the Red Cross method. CUSD Aquatic Supervisor Diana Whitesides is coordinator.

For registration information, telephone Kay Keller at Carmel Adult School at 624-1714.

* * *

VILLAGE PLAYERS; "Grease" at Hidden Valley, 8:30 p.m., June 10-11. Tel—373-4357.

Panhellenic Reception

Sunday, June 18, Monterey Bay Panhellenic's reception will allow college bound women to *Meet the Greeks.* The reception will be held at La Mirada, Monterey, from 1 to 4 p.m.

There will be refreshments and door prizes. Collegians will tell about sororities on their campus.

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CVCYC Is Offering New Summer Clases

Several new classes are being offered this summer for students entering fifth grade through those leaving eighth grade, at Carmel Valley Community Youth Center.

The classes will begin June 26, continuing through August 18 in one to four week sessions.

Offerings include drama, photography, fabric painting, dulcimer making, kite making, stitchery, bonnet making, drawing and painting, and psychic development. Class size is limited so early registration is encouraged. Class fees vary.

Day Camp is also being offered at CVCYC for children entering kindergarten through those leaving third grade.

For information or to register, call 659-3983 from 9 to noon.

Museum Announces Juried Exhibition

A juried exhibition for all media except photography is open to all artists from Monterey, San Benito, San Luis Obispo and Santa Cruz Counties.

Sponsored by the Monterey Peninsula Museum of Art, deadline for submission of slide illustrations of submitted art is 4 p.m., June 18. Valley artists may obtain entry forms at the museum, 559 Pacific Street, Monterey (93940), send an SASE envelope for entry forms, or telephone 372-5477.

CARMEL VALLEY LITTLE LEAGUE WOLFPACK—From left, front: Jed Thomson, Scott Thatcher, Brandon Hershery, Kevin Sickler, Tim Pfeiffer, John Pfeiffer, Cory Hare and Craig Johnson. Middle: Mike Arana, Kim Cresap, Nathan Weber, Jason Augustitus, Charles Johnston, Brian Johnston, Sam Allen, Jacob Saxton and Jakey Butts. Rear: Asst. Coach Dave Cresap, Team Mother Kathy Hershery and Coach Dan Saxton.

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Real Estate Report

Sifting Through The Choices In Real Estate Investing

Courtesy of Gerry Lukenas, PaineWebber, Inc.

Investing in real estate means direct ownership to most people—their own house or apartment, a vacation home or a residential or commercial rental property. Outright ownership is, however, just one way to invest in real estate. Although it has historically offered the greatest potential for appreciation, any inherent risk—which can be significant in some real estate investments—is borne solely by the owner. And now that the inflation rate is low, direct ownership of real estate is no longer the "sure-thing" investment it traditionally seemed to be. The potential is still there, but markets and properties must be carefully selected.

It usually makes sense to own your own home, both for the substantial tax benefits and, of course, to have a place to live that makes you happy.

Investing in rental properties today is a risker proposition. It's essential to research a locality thoroughly before you buy there. If you buy in a depressed area, because you think it's about to turn around, and it doesn't, you may be stuck with a hard-to-rent property that fails to increase in value or actually decreases.

Don't forget, too, that being an active landlord is hard work—maintaining the property, responding to tenant complaints, and so on. You can, of course, hire a property manager, but this adds to your costs.

If you are determined to buy investment properties, base each purchase solely on its *actual current cash flow*, not on possible future appreciation. Don't buy a building that cannot make money for you *now*.

The alternatives to direct ownership are real estate investment trusts (REITs) and real estate limited partnerships.

A REIT is simply a special type of publicly owned company that invests in real estate and passes virtually all income on to its shareholders.

REITs are easy to buy and sell, as they are traded like stocks on the major exchanges. But you'll have to choose among several varieties: Finite-life trusts (known as FREITs), equity REITs, single-purpose REITs and mortgage REITs. To pick the type that meets your investment goals requires the advice of a knowledgeable financial consultant.

Limited partnerships (called Direct Investments) also provide investors with an opportunity to own real estate indirectly. Income-oriented partnerships are considered the safest. Partnership units, like real estate itself, are relatively illiquid (that is, difficult to sell), so buy them only if you intend to hold them for the full life of the syndication.

Before making a long-term commitment to a partnership, make sure you know as much as possible about the general partner—the company that buys, manages and sells the properties. Most investors don't have the tax, accounting, legal and real estate expertise necessary to evaluate general partners and their offerings. Here again, an investment consultant, backed by a staff of real estate investment specialists, can provide the guidance you need.

Red Cross Dinner Set for June 22

Carmel-by-the-Sea Chapter of the American Red Cross Annual Meeting & Awards dinner at the Rancho Canada, June 22, no host social starts at 6:30 p.m. and food service at 7:30 p.m.

E. John Watson-Williams, Professor of Medicine, will be guest speaker. The public is invited. For information, call 624-6921.

Home Sales

These property sales were recorded in the office of the Monterey County Recorder during the period May 16 — May 26, 1989. This information is taken from records available to the public. Sales price is estimated on the basis of transfer tax paid to the County.

The *Carmel Valley Sun* assumes no liability for the accuracy of estimated sales prices. You should consult a Realtor or other professional before taking action on the basis of this information.

Upper Carmel Valley

ESQUILINE RD. Max & Barbara Yeaman to Marjorie Lowenthal. $192,500.

15286 VIA LA GITANO. Richard & Joyanne Overman to Russell Dubree & Deanna Marlin. $305,000.

455 VIA LOS TULARES. Hazel & Jay Merson to Lee & Joan Hofmann. $625,000.

76 SOUTHBANK RD. Stephen & Barbara Clapper to Brad & Ashley Tucker. $206,000.

PILOT RD. Wester Enterprises to John & Jane Olin. $160,000.

69 PANETTA RD. Gary & Eleanor Eldridge to Craig Spencer. $350,000.

198 LAUREL DR. Rose & Arch Butts to David & Nancy Heaslett. $330,000.

131 LAUREL DR. Roy Jastram, Cornelia Mayrhofer, Justin Hobson & Martha Schwarz to George & Nancy Souza. $322,000.

Lower Carmel Valley

918 W. CARMEL VALLEY RD. Frank & Catherine Lucido to Donald Marek. $162,000.

HIDDEN MESA RD. Charles Lindberg & Merrill Rose to Robert & Elizabeth Clarfield. $451,000.

4000 RIO RD. Mark & Diane Forrester to Patricia Parrish. $210,000.

24501 VIA MAR MONTE. William & Carol Whitley to James & Constance Payton. $210,000.

SPUR RD. Saul & Miriam Weingarten & Richard Hallock to Starker Services Inc. Land only. $168,000.

25990 COLT LN. Maria Vargas to Edward & Gail Quinnan. $525,000.

49 HACIENDA CARMEL. Northern Trust of Calif. to Maureen & Robert Morford. $79,000.

Greater Carmel

24801 SANTA FE ST. The Wild Turkey Investment Club to Joseph Snyder. $260,000.

3395 MOUNTAIN VIEW AVE. Jerry & Joyce Cain to Steven & Melanie Block. $580,000.

Carmel

JUNIPERO AVE. John Murphy to Thomas & Patricia Stepovich. $300,000.

DOLORES ST. Herbert & Donna Rumsey to Kumikoi Yanagihara. $425,000.

SAN CARLOS ST. Frank Ashley to Russell & Kimberley Campbell. $400,000.

OCEAN AVE. Two Horses, S.A. to Jane St. John. $475,000.

South Coast

#1 HIGHWAY SO. Neil Weston to Cole Weston. $325,000.

Alzheimer's Benefit Golf and Tennis Tournament June 16

The Carmel Board of Realtors is presenting the 8th Annual House Open Golf and Tennis Tournament to benefit the Monterey County chapter of the Alzheimer's Association (A.D.R.D.A.).

The event will be at Ranch Canada Golf Club and Hyatt Regency Tennis Center.

The day of golf or tennis will be Friday, June 16, followed by dinner and dancing, at Rancho Canada, with an auction and many prizes. For information, call 624-2552.

Del Monte REALTY COMPANY

NEW ON THE MARKET! Capturing sweeping mountain views from its acre+ setting on the desired sunny side of Carmel Valley, a contemporary-style home with wood exterior being remodeled from architectural drawings of Robert Mein. These plans call for 3 bedrooms and 2 baths—with the master suite occupying the entire upper level, an entry, spacious living room with fireplace, dining room, light and bright kitchen and a 2-car garage. The architectural plans are available for viewing. Scheduled for completion in November. **$379,500.** 625-0300.

C.V. RANCH CONDO! In prime location off the 18th fairway of golf course, an exquisitely decorated spacious condo being sold fully furnished. Open and sunny and in turn-key condition, this immaculate 3-bedroom, 3-bath unit is ready to move in. Highlights include fireplaces warming the gracious living and master bedroom, white carpeting and white oak floors, wet bar off the formal dining room and a cozy den or family room. Stunning white cabinets accent a fabulous kitchen, and there is an oversized fairway-view deck! Only 3-years old! Two car garage. **$450,000.** 625-0300.

VIEWS & PRIVACY! A marvelous custom-built traditional home on a landscaped acre near mid-Valley shops and C.V. Ranch. In top condition, this 3-bedroom, 2 1/2-bath home is oriented for family and fun. High vaulted ceilings add drama to the master suite and living room with its handsome river-rock fireplace. There are paned and stained-glass windows, hardwood floors in the main living areas, a family room, formal dining room and an oak-cabinet kitchen with built-in appliances. **$485,000.** 625-0300.

NEW ON THE MARKET! on 1.5 Los Laureles Grade usable acres, a spacious one-level 3-bedroom, 2-bath home with a large, detached guest house with its own decking and a detached finished studio. Enhanced by lovely mountain and canyon views, the main house features high-beam ceilings & fireplace in the living room, a passive-solar brickwall in the hallway, and a den with sliding-glass door to view decking next to the master suite with high ceilings & walk-in closet. Dining area adjoins the kitchen with a dumbwaiter to the 2-car garage. Plus a horse corral! **$595,000.** 625-0300.

CARMEL 625-0300 Junipero near Fifth

PEBBLE BEACH 625-4111 The Lodge at Pebble Beach

PEBBLE BEACH 647-7494 The Inn at Spanish Bay

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Valley's Treanor Named Manager Of Savings and Loan in Mid Valley

Tom Treanor, a 16-year Valley resident is the new manager of Monterey Savings and Loan, the Carmel Valley branch of Coast Savings, in the Mid Valley office.

Treanor most recently managed the downtown Monterey branch in a 21-year savings and loan business career.

Treanor reports he and his wife, June, honeymooned in the Valley 26 years ago, and "escaped L.A. to live here for the past 16 years."

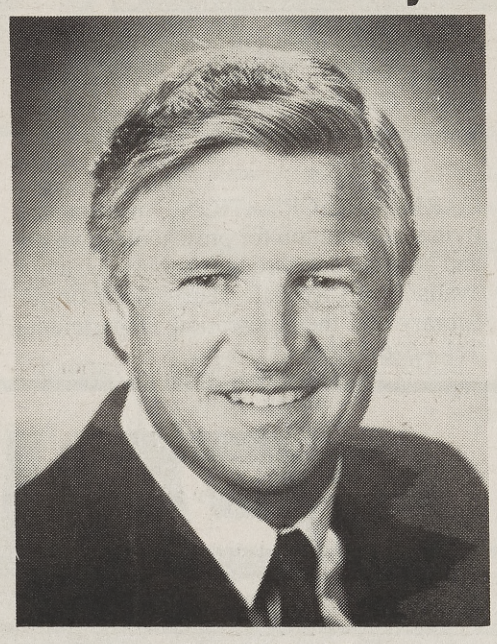
"Since Monterey Savings opened the Carmel Valley branch, I've thought how great it would be to both live and work in this heavenly valley," Treanor said. "When the opportunity opened up, I went for it."

The Treanors' children attended Tularcitos and Middle Schools, with Tom graduating from York School and UC-Santa Barbara, and Thais now attending UCLA as a junior, after being co-captain of Carmel High's famous undefeated girls' swim team.

"After graduation, Tom worked for a while in L.A., but the Valley kept calling, so he's back home and working as a swing-shift supervisor for Smuckers in Salinas.

"Tom and Thais have worked during holidays and summers for Valley firms, including Brinton's, Quail Lodge, Cater and Stiles and the ARCO station.

Treanor is a past president of the Mon-



TOM TREANOR

terey County Symphony Association, a member of the Symphony Guild, the Monterey Peninsula Chamber of Commerce, and Carmel Valley Chamber of Commerce, and is a district fund-raising chairman for the Boy Scouts. Past affiliations have included CV Rotary, Salinas Elks, Salvation Army Advisory Board and the All Star pitcher for Monterey Old Timers baseball team.

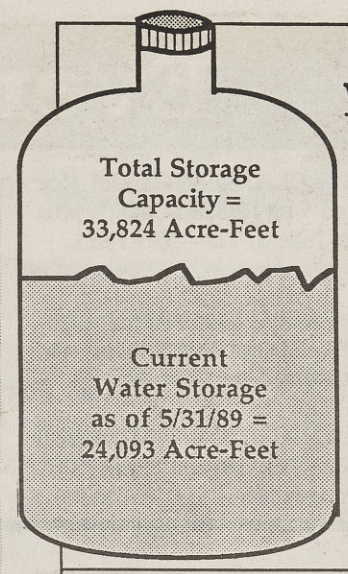
Estate—Trust Seminar Planned For June 14

A free Estate Planning and Living Trust Seminar will be offered at 6 p.m., June 14 by S.F. Federal S&L, at the Carmel Rancho Branch.

Richard W. Henson, an attorney, will present the two-hour seminar discussing "What is a trust," "Can taxes be avoided?," "Will a trust preserve your estate for your children?"

Branch Manager Charissa Sopoaga reports that Henson will be available before and after the seminar for individual interviews.

"Specific interviews can be arranged by calling us at 624-8256. Seating is limited, so reservations will be required to guarantee a spot. Just call the 624-8256 number.



MONTEREY PENINSULA WATER STORAGE REPORT

As of May 31, 1989

	Total Capacity	Current Storage	%
Reservoirs:			
Los Padres	1,967*	1,967*	100
San Clemente	611*	594*	97
Ground Water Basins:			
Upper Carmel Valley	6,531	6,531	100
Lower Carmel Valley	20,015	12,337	62
Seaside Coastal	4,700	2,664	57
TOTAL	33,824 Acre-Feet	24,093	71%

*Excludes State of California minimum storage requirement.

OFFICIAL FIGURES FROM THE • MONTEREY PENINSULA WATER MANAGEMENT DISTRICT •

Department of Forestry and Fire Protection Reminds us Fire Season is Here!

By Don Stacy, Fire Prevention Officer I

Fire season 1989 has opened in San Benito and Monterey Counties declared by Bob Taylor, CDF Ranger Unit Chief.

This year finds the brush much drier than normal and large damaging fires will be possible for the entire fire season. Actual day to day fire danger during the season depends on the weather. If it is hot and dry, WATCH OUT!

Home owners in rural areas are urged to clear the flammable vegetation away from all buildings for *at least* thirty (30) feet; on steep hillsides this clearance should be much greater. This one simple measure will pay big dividends in the event of a wildfire.

People who use off road vehicles, farm equipment and small motorized tools should be aware the law *requires* these to have a spark arrestor when operated on grass, brush or timbered land.

Persons with normal cars should use extreme caution when parking off roads in the grass. The vehicle's exhaust system is hot enough to ignite the grass.

Those using welders, cutting torches, grinders and other spark producing implements are asked to observe the law that requires them to have a shovel and water type fire extinguisher on hand while working and to clear at least ten (10) feet around the work being done with the spark producing implement.

Residents are reminded no burning is permitted in Carmel Valley.

Any fire which results from an activity that violates fire prevention laws will be cited and the responsible person will be charged with the cost of suppressing the fire.

Farmers Markets Back In Action

Two Monterey County Farmers Markets are in operation for the regular summer season, although many vendors are maintaining year round service.

Monterey Peninsula College is the site for Thursday Farmers Market activity from 1:30 to 6 p.m..

Sunday morning from 8 until noon, the market is at Hartnell College in Salinas.

Market sales are limited to growers qualifying under California regulations, plus a few speciality vendors invited to participate. Direct grower-to-consumer sales for virtually every type of vegetable, herb, fruit, nuts, flowers, nursery stock, eggs and mushroom grown in Central California are the standard program for Farmers Markets.

A number of vendors are also providing "exotics" such as southeast Asian, Indian and Mexican varieties for customers.

Supplies for many of the specialty items are often limited, providing the greatest selection for "early bird buyers."

For information on the markets, telephone 423-7308.

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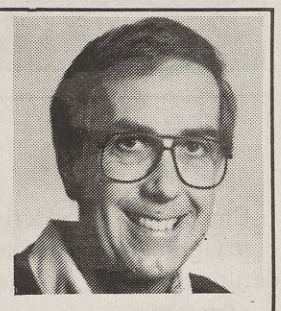

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BIG SUR MULTI-AGENCY ADVISORY COUNCIL; June 9, 9:30 a.m., Pfeiffer Park Conference Room. Projects to be considered—Pacific Valley School expansion, Scenic Highway Designation, Highway One turnouts and design concepts, Wild and Scenic River Designations, Point Sur parking and Molera State Park. Public invited.

* * *

ARTHRITIS LECTURE; *Living with Arthritis*, 4-6 p.m., June 8, Salinas Valley Memorial Hospital. Limited seating. Open to public.

* * *

VILLAGE PLAYERS; "Grease" at Hidden Valley, 8:30 p.m., June 10-11.

Events

ADULT GOLF CLASSES; Carmel Rec Dept. sponsored with Rancho Canada pros at course. Start June 8. Tel—626-1255.

* * *

WORLD AFFAIRS COUNCIL; Luncheon, June 10, Carmel Mission Inn. Dr. Terry Karl, Stanford Univ., speaks.

* * *

QUIT SMOKING; S.V. Memorial Hospital, June 12-15-19-22, 7 p.m. Tel-424-7908 to pre-register.

WESTERNERS CORRAL; June 12, St. John's Parish, Monterey, 8 p.m. Prof. Josef Gamper—*The Anasazi; Ancient People of the Southwest.* Free-open.

* * *

CARMEL RECREATION; Summer activities registration for preschoolers, youth and adults, June through August. Listings available at City Hall, Harrison Memorial Library and the Recreation Department. Tel—626-1255.

VILLAGE PLAYERS; "Grease" at Hidden Valley, 8:30 p.m., June 10-11. Tel—373-4357.

* * *

ORIENTAL ART SOCIETY; June 13, 7:30 p.m., Crossroads Community Room. Craig Lovell, slides on Ladakh.

* * *

TEA DANCE; June 18, 4:30 p.m., Monterey Sheraton. Live music. Donation. Luz Vi Minda Lions Visual program benefit. Dance lessons, 4 p.m.

* * *

SPOUSAL LOSS COURSE; For widowers. Each Tuesday, 12:30 - 2:30 p.m., CHOMP, Tel-625-4708 to register.

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VILLAGE PLAYERS; "Grease" at Hidden Valley, 8:30 p.m., June 10-11. Tel—373-4357.
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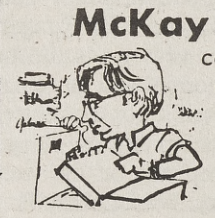
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(Unfortunately, legal notices cannot be printed directly in the *Sun*, as we publish only every second week. To qualify for printing legal notices, a newspaper must publish at least weekly.)
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* * *

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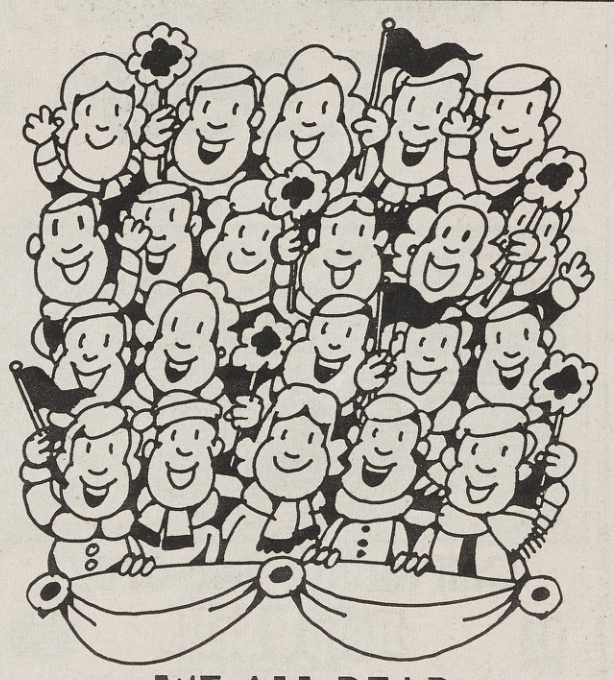
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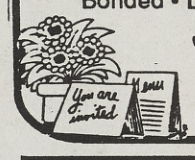

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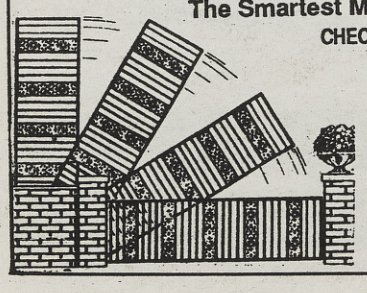

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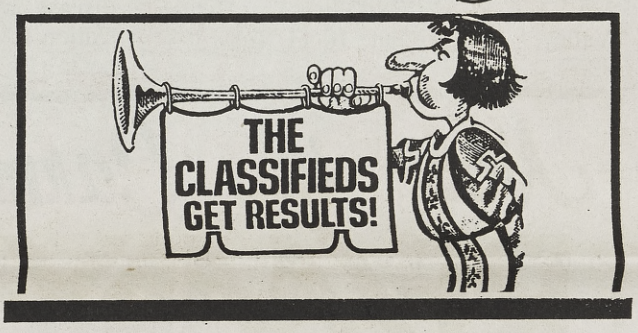
VILLAGE PLAYERS; "Grease" at Hidden Valley, 8:30 p.m., June 10-11. Tel—373-4357.



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9 to 12 noon

MIRA Planning Tours, June 10 MPC Lecture

Free tours of the Chews Ridge Oliver Observing Station operated by Monterey Institute for Research in Astronomy are being offered on five Sunday afternoons through October.

Tours will be at 1:30 and 3:30 p.m. on June 11, July 9, August 13, September 10 and October 15. Weather conditions may interfere, particularly in October.

Reservations are required, due to limited space at the station, with is one of the few independent, professional observatories in the U.S. It has a 36-inch, state of the art telescope housed in an unusual building, combining to permit rapid acquisition of high quality data, ranging from birth-life-death of stars, to comet observations.

For reservations, telephone 375-3220.

MIRA is also sponsoring a free public lecture by Dr. Hyron Spinrad of UC-Berkeley, on June 10, at 8 p.m., in the MPC Music Hall.

The speaker is a noted researcher on galaxies and quasars.

Dr. Spinrad will speak on "How do we find these distant galaxies? How do we tell how far away they are? What can we learn about their sizes, shapes, composition as we view them as they were billions of years in our past?

"Do some have black holes in their centers? What do they tell us about our universe when it was young? What can they tell us about how galaxies were formed?"

The Friends of MIRA will host an informal reception for Dr. Spinrad immediately following the lecture.

* * *

VILLAGE PLAYERS; "Grease" at Hidden Valley, 8:30 p.m., June 10-11. Tel—373-4357.

'Outrageous' Dart Game Created as Fundraiser

A friend's search for fundraising help to offset expenses for the family of a three-year-old leukemia victim has developed into an effort to create "..the most outrageous stunt in Monterey County."

Kelli Lee, popular bartender at The Running Iron in the Village, has volunteered to be the target in an "outrageous dart game."

KELLI LEE—A real friend

Kelli was looking for a way to help Running Iron co-worker Rudy Lopez with expenses involved with his only child's disease, when "friends" told her of radio station KMBY's "most outrageous stunt" contest.

Sensing sure-fire publicity, Kelli began accepting suggestions for a sure-fire fund raising stunt. Her "friends" gladly offered suggestions.

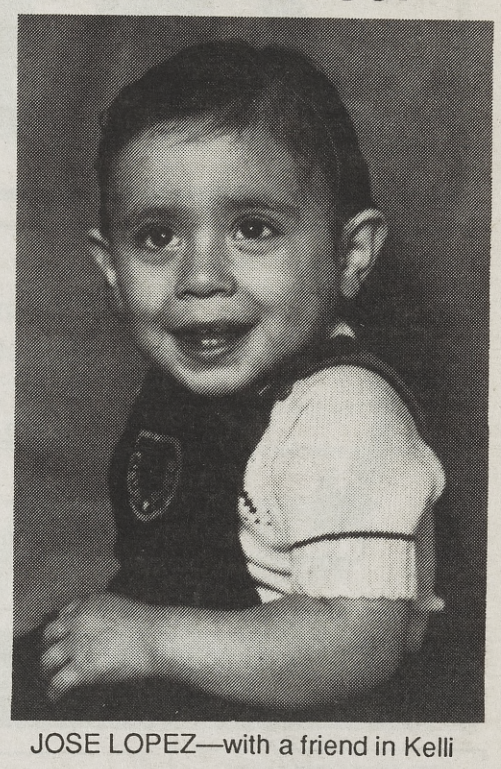
So at 6 p.m., Friday, June 9, Kelli will completely cover herself with dozens of tomato-juice-filled balloons, serving as the target for an outrageous dart game in the Running Iron parking lot.

Her "friends" will "buy" chances to hurl plastic-tipped darts at the balloons, hopefully until every balloon is burst...and a sizable contribution is realized for the family of three-year-old Jose Lopez.

Some of those "friends" have even volunteered to provide a "pedigreed Siskiyou County jackass" for Kelli to ride"backwards" during the dart throwing.

When she reads this report, Kelli will also know that her stunt has qualified as one of six finalists for the radio station's contest. She will be receiving area-wide radio publicity for her fundraiser.

Running Iron owner, Nelson Foreman reports of his co-workers, "Rudy has been with us just about straight through since we have been here in the Village. He is just a doggone good man, a super worker and a father who lives for his wife and son."



JOSE LOPEZ—with a friend in Kelli

"Kelli is about the best bartender I've seen in this business. What she is doing for Rudy and Jose tells you what kind of person she is," Foreman said.

The KMBY contest winner will be determined by the size of crowd drawn to the stunt and the most outrageous quality.

The Village's contest finalist has one other trial to endure. Kelli now knows the Grand Prize is a trip for two to Tahiti, in addition to the publicity for her fundraising stunt. Kelli's friends are rooting for her, her friend Rudy, and Jose.

Aging Council Volunteers Sought By Alliance

Applications are being accepted for seats on the Area Agency on Aging Advisory Council. This county-wide advisory body plans, allocates funds for and moniotrs services for senior citizens as mandated by the Older Americans Act.

Programs such as Meals onWheels, Senior Nutrition, Friendly Visitors, Legal Services for Seniors and Ombudsman receive funds from the Older Americans Act.

For information call 375-8132.

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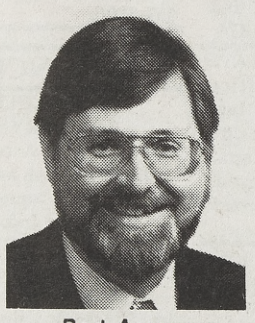
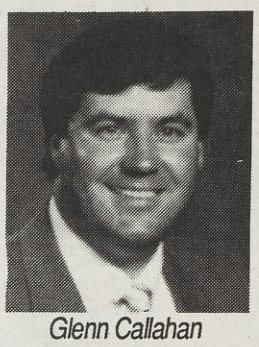
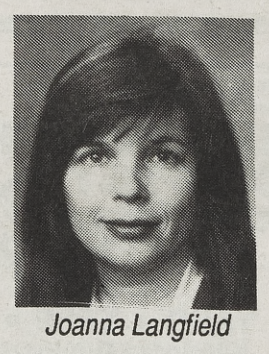

Bert Aronson

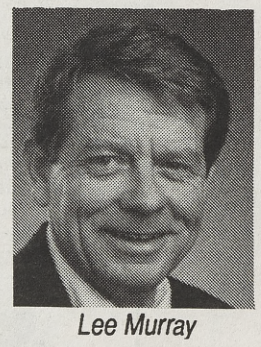

Glenn Callahan

Lee Canonico

Alan Cordan


Joanna Langfield

Gerry Lukenas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